

Press Release

Sippdeal launches fixed rate cash special offers

25th November 2008

Sippdeal today announces that they have launched two special offer fixed rate cash deals with Halifax Bank of Scotland.

The special offers apply to new and existing Sippdeal clients with a minimum investment of £25,000 applicable to each option. Clients must retain a minimum balance of £10,000 in the Sippdeal cash deposit account to qualify for either offer. Both offers are limited tranche and will end on 17th December 2008 or earlier if demand is high.

These offers have been launched in response to demand from clients. Two fixed term cash deposit options are available.

Fixed Rate Period	AER	Gross pa
6 Month Period	5.50%	5.43%
12 Month Period	5.30%	5.30%

To coincide with the offers, Sippdeal will also waive the £50 charge on pension transfers in to the SIPP up to and including 3rd April 2009.

Billy Mackay, Marketing Director of AJ Bell comments, "The current market conditions have driven up trading activity as many look to benefit from market falls. However, we have also experienced an increase in demand for more cautious investments. In conditions where falling interest rates are expected to continue, these deals offer additional choice and fantastic value to Sippdeal clients".

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Notes for Editors

Pictures available here or by contacting kirsty.zollinger@ajbell.co.uk

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Our customer proposition - Market leading, low cost, transparent, service, value, choice, leading functionality, integrity, award winning.

Our business - Market leaders, growing, innovative, own intellectual property, profitable, stable, we don't provide advice or investment management.

Established in 1995, A J Bell Group specialises in providing administration, trustee and actuarial services for SIPP and SSAS.

The A J Bell Group is now one of the largest SIPP trustee and administrators in the UK with in excess of 32,000 individual SIPPs and assets under administration exceeding £8bn. It provides third party SIPP administration services for Barclays Stockbrokers, Halifax Share Dealing, Skandia Life and E*Trade.

Recent research by CoreData Research places SIPPcentre alongside Standard Life as advisers' two most preferred SIPPs.

A J Bell Group have won an array of prestigious industry awards recognising our reputation for leading products and services. A J Bell Group products include SIPPcentre, Sipdeal, Sipdealxtra and A J Bell.



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