

Press Release

A J BELL BREAK THROUGH 40,000 SIPPS

1st October 2009

A J Bell has today announced that they have broken through the 40,000 mark for the number of SIPPs on their platform, reaffirming their position as the 3rd largest SIPP provider in the UK.

A J Bell's core SIPP product is Sippcentre. Independent adviser research carried out by CoreData placed Sippcentre as one of the top 2 preferred SIPPs in the UK. A recent survey of advisers carried out by A J Bell showed the key drivers for growth in Sippcentre recommendations (See figure 1.)

What are the main reasons you recommend Sippcentre to your clients?

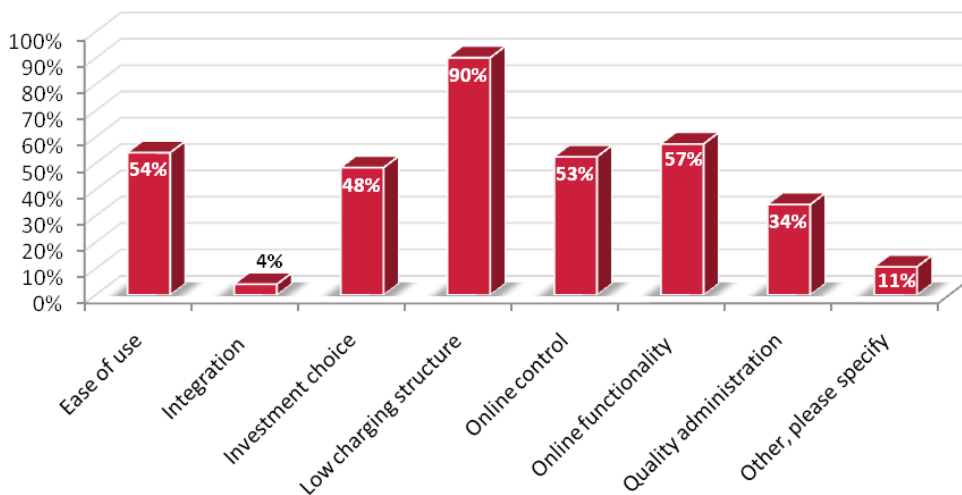


Figure 1.

Billy Mackay, Marketing Director of A J Bell says, "Advisers are adapting their suitability process to allow for the outcome of the FSA's pension switching and smaller SIPP provider reviews. It is encouraging that despite challenging conditions, advisers continue to appreciate our focus on competitive charges, sophisticated online functionality, comprehensive range of investments and quality service."

Mackay continued, "With all of this in mind, we are confident the transition from traditional products to flexible, low cost SIPPs will continue."

END

Please note this document is intended for trade and national press individuals.

Notes for Editors

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

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A J Bell is the UK's largest privately owned SIPP provider and is continuing to grow rapidly in challenging capital markets. Invesco Perpetual and Midas Capital own 23% and 15% respectively of the share capital, the remainder being owned by Andy Bell and the management team.

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

A J Bell is now the largest privately owned provider of self administered pensions and institutional stockbroker services in the UK, with in excess of 40,000 individual SIPPs and assets under administration exceeding £8.4bn*. It provides third party SIPP administration services for Barclays Stockbrokers, Halifax Share Dealing, Skandia and E*Trade.

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.

Research by CoreData Research places Sippcentre alongside Standard Life as advisers' two most preferred SIPPs.

Moneywise have awarded Sippcentre the accolade of Best Low-Cost SIPP Pension Provider for the 5th consecutive year.

A J Bell has been announced as the winner of the 2009 Best SIPP Provider award at the Professional Pension Awards and more recently picked up Best SIPP Provider at the Moneyfacts Investment Life & Pensions Awards.

*As at 31st March 2009.



A J Bell includes A J Bell Holdings Limited and its wholly owned subsidiaries A J Bell Management Limited, A J Bell Limited and A J Bell Securities Limited.

A J Bell Management Limited is authorised and regulated by the Financial Services Authority. A J Bell Securities Limited is a member of the London Stock Exchange and is authorised and regulated by the Financial Services Authority.

Sippdeal, Sippdealxtra and Sippcentre are platforms provided by A J Bell Management Limited. A J Bell Platinum SIPP is provided by A J Bell Management Limited. A J Bell Platinum SSAS is provided by A J Bell Limited.

The companies listed in the adjacent table are all registered in England and Wales at Trafford House, Chester Road, Manchester M32 0RS.

Company	Company Number	VAT Number
A J Bell Holdings Limited	4503206	833 5478 13
A J Bell Management Limited	3948391	759 3531 03
A J Bell Limited	3091664	639 0316 44
A J Bell Securities Limited	2723420	918 4226 21