

Press release

A J Bell launches online video channel SippTalk.tv

11 January 2010

A J Bell, one of the UK's largest SIPP providers and stockbrokers, today announces the launch of SippTalk.tv an online video channel for advisers and pension savers. This new service is now available at www.sippcentre.co.uk and www.sipptalk.tv.

Andy Bell CEO and Actuary at A J Bell says, "Distilling complex legislation into user friendly information is a fundamental role of a product provider. Technology allows us to add a further dimension to our communication with clients and advisers and SippTalk.tv is an initiative that we are very excited about."

About Sipptalk.tv

SippTalk.tv has three separate channels: -

General interest – Launches with a video about SippTalk.tv and the background to A J Bell.

TalkFunds – Specialist fund managers will be invited to give their views on the investment markets, economic conditions and their investment style. Interviews with Don Jordison, Managing Director of Threadneedle Property Investments and Philip Gibbs, Manager of the Jupiter Absolute Return Fund are available at launch.

TalkTechie – A J Bell's in-house experts will discuss technical issues facing advisers and pension savers, particularly relating to SIPPs and SSAS. This channel will also host A J Bell's first ever online seminars for advisers, running from Monday 1 February to Wednesday 3 February. Also available at launch will be CEO Andy Bell's views on Alternatively Secured Pension (ASP) and the case for changing the rules along with Marketing Director Billy Mackay's views on the regulatory challenges facing advisers making SIPP recommendations to their clients.

Billy Mackay Marketing Director, [A J Bell](http://www.ajbell.co.uk) says "Research we have carried out with advisers and clients identified a huge appetite for access to quality educational material covering the technical and investment issues associated with using self administered pension arrangements. This new channel allows us to satisfy this demand and will allow us to get our views to the market quickly."

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.

Billy Mackay
Marketing Director
07525 236 580

Andy Bell
Chief Executive
07973 137 272

Kirsty Zollinger
Sales & Marketing Manager
0845 40 89 100

billy.mackay@ajbell.co.uk

andy.bell.@ajbell.co.uk

kirsty.zollinger@ajbell.co.uk

A J Bell 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 40,200 individual SIPPs and assets under administration exceeding £11.2bn. It also 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.



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