



Media release

January 2009

Dedicated online investment site goes live

Plum Financial Services (Plum) has launched a dedicated online investment information site for members, augmenting its communications and education program following 2008's economic turmoil.

According to Plum's Managing Director Paul Carter, the site is just one of the many responses Plum has put in place to help members better understand their superannuation in the current economic environment.

'2008 saw us experience unprecedented volatility and movement on the stock market,' Mr Carter said.

'While Plum responded to that immediately with a range of communications and updates for members, we felt we needed a more permanent solution given the duration of this economic uncertainty and impact it has had on many people's superannuation balances. That is why we have enhanced our public website, giving everyone access to our new section - *Investor market watch*.'

Investor market watch is updated regularly and features:

- Detailed S&P indices
- All Ordinaries Index – updated real time
- Some common superannuation/investment Q and As
- Investment related articles
- Updates from Plum's Investments Manager, James Brookes
- Online video presentations
- Glossary of terms

According to Education and Online Communications Manager Michelle Brown the decision to take this extra step and make a dedicated web site beyond our normal online updates is a response to member and client feedback.

'In our 2008 client and member research, both groups indicated they wanted more timely investment information that was easy to access,' Ms Brown said.

'Our website already had a lot of investment-related information, but this change saw us pull it together in the one location and add some new items, such as an online webcast from our Managing Director Paul Carter and updates from Plum's Investment Manager James Brookes.'

- ends -

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About Plum

Plum Financial Services Limited ABN 35 081 812 731 AFSL 243356, a wholly owned subsidiary of MLC Limited, provides integrated superannuation solutions for medium to large Australian corporations. Purpose-built for the era of member investment choice, Plum's philosophy is about providing members with a meaningful education experience to help build their knowledge and understanding of superannuation so that they are empowered to manage their financial future. One of Australia's fastest growing corporate superannuation providers, Plum now administers approximately \$7.5 billion of committed assets for 82 clients and approximately 135,000 members. More information about Plum is available at www.plum.com.au.

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