

Suffolk Life launches new website

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Suffolk Life, one of the UK's leading providers and administrators of SIPPs, is pleased to announce the launch of their new website to coincide with the rolling out of their new MasterSIPP, which accommodates the self-investment of protected rights.

Henry Catchpole, CEO, said: "With the launch of our new MasterSIPP we felt it was timely to create a new look website for Suffolk Life now available at www.suffolklife.co.uk. The website contains a vast amount of information not just on our new product but on SIPPs generally. Part of the site is dedicated to advisers where they can download all our new literature and also obtain online illustrations. We believe that web based technology is crucial to the success of any SIPP proposition and we continue to invest heavily in the development both of the site and our web portal."

Website features include: -

- » Improved easy site navigation.
- » In adviser area - only one click to key pages e.g. literature library.
- » Dedicated contact details that make it easier for advisers to get in touch.
- » Web portal developed alongside the accounting systems to provide access for advisers and their clients to real-time data.
- » Product details, technical know-how and up to date market and product news.
- » Online illustrations that are convenient to use and have more options to better reflect adviser and investment manager charges.

John Moret, Director of Sales & Marketing added: "As the SIPP specialists, we're committed to building strong, long-term relationships with advisers. We believe in working in partnership with advisers and providing them with a seamless, user-friendly online interface. Our new website provides a wealth of information and I believe it compares favourably with any dedicated SIPP website. In conjunction with our other technical support services it is a further example of our ambition to become the leading operator of SIPPs in the adviser marketplace. It is also an example of our new 'intelligent approach' which underpins our new and innovative MasterSIPP."

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For further information, please contact:

Andrew Leggett, Marketing and Technical Manager
Suffolk Life
0870 414 7000 Louise Dolan / James Marshall
Financial Dynamics
020 7269 7192 / 7222

About Suffolk Life

Suffolk Life is one of the UK's leading providers and administrators of specialist pension products, primarily Self Invested Personal Pensions (SIPPs). It has established around

10,000 SIPPs and total assets now exceed £2.5 billion. Suffolk Life has also acquired properties for over 2,000 SIPP investors.

Established in 1971 and based in Ipswich, Suffolk Life employs over 160 people and has built an enviable reputation based on its expertise and knowledge of the SIPP market.

This has been recognised through numerous other awards including:

Technology, Admin and Service award, SIPPs – Pensions Management 2007 & 2006 Admin & Service awards, SIPPs – Pensions Management, wins in 2002, 2003 & 2004, commended in 2005

Best SIPP Provider - Professional Adviser 2006

Best SIPP Provider - Professional Pensions 2006 & 2005

Best SIPP Product - Moneyfacts 2005

Best Buy - Investors Chronicle 2005

In 2006 it was the first company in the World to receive the Investor in Customers Accreditation

Further details are available by visiting the Suffolk Life website: www.suffolklife.co.uk