

Suffolk Life appointment Sarah Knight Sales Development Manager

22 November 2007

Suffolk Life, one of the UK's leading providers and administrators of SIPP's, is delighted to announce the appointment of Sarah Knight to their Sales and Marketing team.

Sarah will be Sales Development Manager, a newly created position, and joins from a UK Sales & Marketing Manager position at Pitney Bowes Office Direct.

Sarah brings 20 years' sales and marketing experience to her position at Suffolk Life, 10 years within UK Financial Services and 4 years pan-European. Having worked on both agency and client-side with blue-chip companies such as American Express and Lloyds, Sarah offers a valuable perspective on the industry as a whole.

John Moret, Director of Sales and Marketing for Suffolk Life, said: "I am delighted to announce the appointment of Sarah Knight as Sales Development Manager. This appointment comes at an exciting time of development for the company and the industry. We have just launched the Suffolk Life MasterSIPP, offering self-investment on protected rights and are already seeing huge interest in this area.

"Sarah offers an ideal balance of strategic and tactical experience and skills and as we roll out our new MasterSIPP product she will strengthen the Sales and Marketing team focussing on new and innovative ways of developing our SIPP sales through advisers and other professional connections

- Ends -

For further information, please contact:

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About Suffolk Life

Suffolk Life is one of the UK's leading providers and administrators of specialist pension products, primarily Self-Invested Personal Pensions (SIPP's). It has established around 10,000 SIPP's and total assets now exceed £2.5 billion at 31 August 2007. Suffolk Life has acquired properties for over 2,000 policyholders.

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 awards including:-

Technology, Admin and Service award, SIPPs – Pensions Management 2007 & 2006
Best SIPP Provider - Professional Adviser 2006
Best SIPP Provider - Professional Pensions 2006 & 2005
Best SIPP Product - Moneyfacts 2005
Best Buy - Investors Chronicle 2005
Admin & Service awards, SIPPs – Pensions Management, wins in 2002, 2003 & 2004,
commended in 2005

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