

Suffolk Life strengthens sales development team with appointment of three Sales Development Managers

30 April 2008

Suffolk Life, one of the UK's leading providers and administrators of SIPPs, is delighted to announce the strengthening of the company's sales and marketing team with the appointment of three highly experienced Sales Development Managers (SDMs)

Martin Blagrove joins as the London Sales Development Manager from Aegon Scottish Equitable. He has considerable experience with over 10 years' spent in the financial services industry. He is a keen and able cricketer being Captain of his local team.

Rolanda Reid joins Suffolk Life as the Sales Development Manager for UK/South. She joins from Clerical Medical and has more than 15 years' financial services industry sales experience. Rolanda lives in Surrey.

Stuart Warwick has over 10 years financial services industry experience and joins Suffolk Life from Norwich Union. He is based in Leeds and will be the Sales Development Manager for the UK/North. Stuart lists extreme sports in his long list of activities.

Sarah Knight, Head of Sales Development at Suffolk Life, said: "Stuart, Rolanda and Martin have a great deal of industry experience and expertise. I am sure they will quickly become an invaluable part of our sales and marketing team. We have seen record sales in Q1 of this year and we expect growth to accelerate as we drive forward our business proposition. I am confident that they will be successful in their new roles in what is a very exciting time for the company. They will be able to spread our message of continuing focus on service delivery to an even wider audience."

John Moret, Director of Sales and Marketing at Suffolk Life, said: "Our business continues to go from strength to strength at a time when other SIPP operators appear to be struggling. The launch of our Suffolk Life MasterSIPP last year provided us with a big increase in new business as a result of the inclusion of the self-investment of protected rights along with our ability to accommodate a wider range of investments. Importantly the feedback we continue to receive confirms that the high quality of service on which we have built our reputation has not been damaged. That is very important as we move onto the next tier in our growth plan. Increasingly service delivery is becoming the key consideration for advisers when they compare providers. The appointment of our three new SDMs will provide advisers with additional support complementing the services already provided by our technical and client services teams in Ipswich."

Further details on the Suffolk Life MasterSIPP are available at www.suffolklife.co.uk.

- Ends -

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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 (SIPPs). It has established over 11,000 self-invested plans and total assets now exceed £3 billion. Suffolk Life has acquired properties for over 2,500 SIPP investors.

Established in 1971 and based in Ipswich, Suffolk Life employs over 180 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

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

Investor in Customers 2 star award for 2007

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