



## Suffolk Life's MasterSIPP awarded 5 Star Rating from Defaqto

5 February, 2010

Suffolk Life, one of the UK's leading providers and administrators of SIPPs, has been recognised for its continuing excellence in the industry with a 5 Star Rating for its Suffolk Life MasterSIPP.

Launched in 2007, in response to market demand the Suffolk Life MasterSIPP was one of the first SIPPs to allow the self-investment of protected rights.

Defaqto Star Ratings are one of the key marks of quality in the financial industry, aiding consumers and advisers looking for an independent review of retail products.

Over 41% of consumers surveyed by Defaqto said that a product's 'Star Rating' would influence their purchasing decision when buying a financial product.

John Moret, Director of Marketing, comments: "We are delighted that the Suffolk Life MasterSIPP has received a Defaqto 5 Star Rating as recognition of its breadth of features and options available combined at a price that represents value. Advisers can have greater confidence in recommending us to their clients knowing that whilst the MasterSIPP is backed up by 5 stars, delivery of this by our professional, personal service has already been independently rated by Investor in Customers as "outstanding". We are confident that this 5 Star Rating will encourage more advisers to recommend the Suffolk Life MasterSIPP to their clients."

- 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 15,000 self-invested plans and total assets exceed £3.5 billion. Suffolk Life has acquired over 1,750 properties for over 3,000 SIPP investors.

Established in 1971 and based in Ipswich, Suffolk Life employs around 200 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, Income drawdown – Pensions Management 2009 & 2008

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

Financial Adviser 5 star service award 2008

Investor in Customers 2 star award for 2006 & 2008

Suffolk Life was acquired by Legal and General in May 2008