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FOR IMMEDIATE RELEASE

TRUSTNET USER SURVEY LOOKS TO NEW ERA

Trustnet, the UK's biggest free fund information website, has carried out an extensive user survey, sponsored by cru Investment Management, to ascertain the behaviour and sentiment of private investor and financial adviser users, revealing their main likes and dislikes of websites.

Survey respondents were asked to grade their responses on a scale ranging from *essential* to *not important*. They were also invited at regular intervals to comment freely on other factors which were important (or not) to them. The questions were devised to show how regular users viewed financial websites generally, and how they regarded Trustnet specifically.

On general financial websites

When viewing fund web services, advisers are clear on what is essential or very important to them in their jobs:

Fund prices and performance	69.2%
Fund research	61.5%
Fund analysis tools	23.4%
New fund investments	21.9%
News and features about funds	13.5%
Forums and discussion groups	2.5%

In contrast, investors viewed new investment analysis tools as the most important aspect of financial websites.

On Trustnet

- 95.4% of advisers consider the fund factsheets – what Trustnet is famous for – to be an essential or very important reason for visiting Trustnet. When asked what aspects of the factsheets are essential or very important, advisers were also clear on their top five criteria:

Performance data	97.9%
Performance charts	95.4%
Fund ratings	90.8%
Analytical data and ratios	85.2%
Investment style and strategy	80.0%

- 96.6% of advisers say that the information they find on Trustnet contributes in some to their decision to recommend an investment, compared to 65.7% of investors, indicating that advisers rely on Trustnet information more than investors.
- By far the most popular category on Trustnet's research section is the data and analysis on individual funds, with 71.5% investors and 79.1% of advisers rating it as either essential or very important.
- Financial advisers invest in the following top 10 products:

Unit trust/OEICs	97.2%
Pensions funds	90.5%
Investment bonds	87.1%
Life funds	84.0%
Offshore funds	59.1%
Investment trusts	53.9%
Structured products	38.5%
VCTs	31.4%
Alternative investments	25.5%
Direct equities	13.2%

- Private investors hold the following top 10 products in their portfolios:

Unit Trust/OEICs	97.2%
Direct equities	72.5%
Pensions funds	62.0%
Investment trusts	59.8%
Life funds	30.5%
Investment bonds	16.0%
Offshore funds	14.5%
Exchange Traded Funds	13.0%
VCTs	11.7%
Alternative investments	9.7%

Paul Wynne, Trustnet head of marketing and communication says: "The survey has enabled Financial Express to build a very detailed profile of website users, their interests and patterns of use on Trustnet and other financial websites with particular emphasis on private investors and financial advisers. In order to equip investors and advisers with the necessary data and tools, we engage with them directly; our regular users have an opportunity to provide feedback and we gain a better understanding of their future needs."



ENDS

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NOTES TO EDITORS

Trustnet (available at www.trustnet.com)

Trustnet is the UK's leading provider of free research and analysis tools for funds, covering more than 12,000 UK and offshore funds. Free research is available for: Unit Trusts & OEICs, Multi-Manager funds, Absolute Return funds, Ethical funds, Structured Products, Offshore funds, Investment Trusts (including Warrants), Pension Funds, Split Capital Investment Trusts, Life Funds, Exchange Traded Funds and Venture Capital Trusts.

Trustnet receives around 7,000,000 page impressions per month, and experienced a year-on-year traffic increase of 42.1% for the year 2006 compared to 2005. The site also attracted more than 5.1 million visits in 2006.

Trustnet is part of Financial Express, leaders in fund selection and the main data and technology provider to the UK fund sector.

Financial Express

Financial Express is the largest distributor of fund data in the UK, and is the main or sole supplier of data to many of the leading data vendors, including Bloomberg, Reuters, Thomson Financial and Telekurs. Financial Express also provides data and web based fund analysis products to the UK's leading fund supermarkets, life and wrap platforms, product providers, financial advisers and networks, software houses, financial portals and private investors.

cru Investment Management

cru Investment Management was founded to offer a more relevant approach to the investment needs of the private client, majoring on absolute returns. This approach is based on an analysis of likely future returns from any asset and the skill of any investment specialist manager of that asset to add further returns. We aim to deliver returns ahead of cash, and to seek to do so over periods of at least five years. We aim not to leave our clients at the mercy and vagary of stock markets. Instead we seek to combine a variety of assets and investment approaches to deliver, over the long term, positive returns on a consistent basis.

The executive team is led by Jon Maguire, formerly Investment Development Director of Legal & General Investment Management and Chair of Investment Classification at the Association of British Insurers. Please note that your capital is at risk if you invest with us. cru Investment Management is an Appointed Representative of SD Asset Management Ltd (190179) who is regulated and authorised by the Financial Services Authority.

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