



interactive
investor
www.iii.co.uk



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Interactive Investor wins Hitwise Top 10 Website Award - 2006

Interactive Investor (www.iii.co.uk), has ranked 2nd in Hitwise's list of the top 10 stocks and shares websites based on the market share of UK visits it has received throughout 2006.

The Hitwise UK Online Performance Awards celebrates the most successful UK websites in 50 key selected industries. As Hitwise reports on the anonymous online usage and search behaviour of more than 8.43 million UK Internet users – the largest online sample of its kind - this unique awards programme recognises excellence in online performance through public popularity.

Interactive Investor is one of the UK's leading personal finance and investment websites. Regular share traders can invest in the UK stock market from as little as £1.50 a trade, rising to £10 for less frequent traders. The site provides extensive listed company information, incisive editorial and a variety of investment tools to aid decision making. Interactive Investor also has an extensive fund supermarket with more than 1300 funds from 50 fund managers, and a spread betting service.

Tomas Carruthers, CEO, Interactive Investor said, "The success of our website is a result of listening closely to customers' needs. We provide a range of information and tools that allow consumers to meet all their financial needs.

"One of our most successful strategies has been to introduce a new investment platform that allows investors to buy, sell and monitor shares, investment trusts and funds, within

an Investment, ISA, PEP or SIPP wrapper all from one easy-to-use account. Customers can benefit from an average 80% saving on initial fund fees, with no account charges if they just hold funds or cash.” Carruthers said.

Hitwise UK said, “The online success of Interactive Investor is a fantastic achievement. As Hitwise measures over 800,000 websites, being one of the most popular websites visited by UK Internet users demonstrates the strength of Interactive Investor’s online marketing success.”

About Interactive Investor

Interactive Investor is the UK’s leading personal finance and investment website (www.iii.co.uk). From share dealing to savings, and from ISAs to mortgages, Interactive Investor provides independent tools and information to enable consumers to address all their investment and personal finance needs. Interactive Investor has 1.6 million registered account holders and 500,000 regular monthly users. Interactive Investor is currently celebrating its 10th anniversary. Interactive Investor Trading Limited, trading as “Interactive Investor”, is authorised and regulated by the Financial Services Authority.

ABOUT HITWISE

Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1,200 global clients with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers.

Since 1997, Hitwise has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, Hitwise’s patented methodology anonymously captures the online usage, search, and conversion behaviour of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into our easy to use, web-based service, designed to help marketers better plan, implement, and report on a range of online marketing programs.

Hitwise is a privately held company headquartered in New York City and operates in the United States, United Kingdom, Australia, New Zealand, Hong Kong, and Singapore. More information about Hitwise is available at www.hitwise.com. For up to date analysis of online trends and statistics, please visit the Hitwise Intelligence Analyst Weblogs at weblogs.hitwise.com and the Hitwise Data Centre at www.hitwise.com/datacenter.

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