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Interactive Investor Launches iPhone Shares Service

Leading UK investment website Interactive Investor is launching an optimised version of its service specifically for the Apple iPhone, which is released on 9 November 2007.

Interactive Investor's iPhone service, available at <http://www.iii.co.uk/iphone/>, allows users to track their portfolio; view share prices; plot charts; read the latest business news; and follow the latest community comments and tips on various bulletin boards. This will be the first investment service in the UK to be launched specifically for use on the new Apple iPhone.

Tim Huckle, Chief Technology Officer at Interactive Investor, said:

"The astonishing popularity of the iPhone following its launch in the US this summer is likely to be mirrored in the UK. This is the first financial information service specifically designed to overcome some of the limitations of iPhone web browsing - data download speed and occasional cumbersome site navigation."

Interactive Investor joins several web 2.0 companies in creating an iPhone optimised site, including Facebook, Digg, Amazon, Ebay and Google.

Tim Huckle added:

"Websites developed specifically for the iPhone are important for users because they use the screen to the fullest extent and use less bandwidth, which is a necessity when using data transfer systems. We are delighted to be able to offer this service to our users."

This is another example of the innovative ways that Interactive Investor is harnessing new technology to benefit its users. Interactive Investor has recently introduced a Socially Responsible Investing centre that allows users to select ethical shares and funds through its free selection tools. As a result of these, and other, developments Interactive Investor won the Best Online Share Dealing Provider award at the 2007 Your Money Awards for the second consecutive year.

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An image of the Interactive Investor service as it will look on the iPhone is available from www.iii.co.uk/mobile/ or by request.

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.

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