



FIDELITY INTERNATIONAL'S RETIREMENT MICROSITE WINS AWARD AT ONLINE FINANCE AWARDS 2007

- **www.rewritingretirement.com named best online creative**
- **Fidelity also highly commended in best online investment provider and best online educational initiative**
- **Fidelity FundsNetwork highly commended in best online wrap or fund supermarket category**

London, 19 November 2007 – Fidelity International's retirement microsite, www.rewritingretirement.com, has been named best online creative in the Online Finance Awards 2007, hosted by IFAonline.

Fidelity was also highly commended in the best online investment provider and best online educational initiative, while Fidelity FundsNetwork™ was highly commended on the best online wrap or supermarket category.

In this its eighth year, the Online Finance Awards 2007 included a host of new categories to reflect the continued growth and development of financial e-business. This year's awards not only focused on financial services websites in the investment, life, pensions, mortgage and protection sectors, but also highlighted many important online initiatives including education, branding, regulation and customer relationship.

The best online creative award was new for 2007 and judges took into consideration the concept, originality, whether the campaign delivered against goals and the overall impact on financial services. The www.rewritingretirement.com microsite was built as an educational piece to support the launch of Fidelity's range Retirement Funds. It was designed with both advisers and consumers in mind and includes MyPlan, the retirement planning tool.

Entries for each award category were shortlisted and a judging panel of professionals within the financial services industry as well as Incisive Media, assessed each entry and website looking for a number of qualities including: overall use of technology, functionality and site tools, support and service levels on offer to users, comprehensiveness of any product range featured on the site, levels of security,



innovation in both design and functionality, ease of use for intended users and appropriateness of site for target market.

Peter Hicks, Head of IFA Channel at Fidelity International said, “The Online Creative award is a terrific one to win, and we are also pleased to have been highly commended in no fewer than three of the other categories. www.rewritingretirement.com was designed as a free-of-charge site for advisers and consumers wanting to find out more about financial planning for retirement. With the responsibility for retirement provision falling increasingly on the individual we will continue developing our websites, tools and products in the future to help advisers and consumers prepare successfully.”

Fidelity International Limited (“FIL”) and its subsidiary companies serve the major markets of the world by providing investment products and services to individuals and institutional investors outside the US. The FIL Organisation manages a total of £148 billion of assets*.

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Notes to editors:

*Source: Fidelity as at 30.09.07

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