

STRICTLY EMBARGOED UNTIL MONDAY 17TH MAY 2010

DEFAQTO LAUNCHES STAR RATINGS CONSUMER AWARENESS CAMPAIGN

Defaqto, the independent financial research company is launching a new above-the-line campaign promoting its Star Ratings philosophy to consumers. Star Ratings promote the importance of reviewing product features so that consumers can make informed decisions about the level of cover they need based on their needs.

The campaign uses vibrant and eye-catching illustrations to show that sometimes you need a basic option and sometimes you need extra features – and whatever you choose, it's about getting the right product for your needs. Consumers can visit a campaign website (www.defaqto.com/stars) where they will be able to use a simple 2 step tool to identify products, across the entire market, suitable for their needs.

Urvashi Roe, Head of Marketing for Defaqto, said “Consumers spend a lot of time researching the features they need for products such as vacuum cleaners, fridges, TVs, phones, cookers etc. So why not financial products? Defaqto Star Ratings act as a visual guide to help people instantly see the level of features offered. Sometimes you just need the basic level of cover because that suits your current circumstances. There are times you need all the bells and whistles or something in between. That's what this campaign is provoking”.

The campaign was created by integrated financial services agency Teamspirit. Client Services Director, Montserrat Tojeiro commented, ‘In our ever-changing marketplace - which is full of financial products and choices - Defaqto Star Ratings are invaluable for consumers to access the right information. We're delighted to be involved in helping build the Star Ratings profile amongst consumers.’

The six week outdoor campaign will feature on posters, taxis and buses across a number of key regions including London and the South East, Bristol, Leeds and Edinburgh.

-Ends-

For further information please contact:

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About Defaqto: www.defaqto.com

Defaqto is an independent financial research company specialising in rating, comparing and analysing financial products.

Since 1994, Defaqto has built the largest, whole of market, financial product database and become one of the leading providers of financial product data in the UK. We now cover over 30,000 products across banking, life, pensions, investments and general insurance.

Our experts validate and analyse the data to provide insight and consultancy to all layers of the financial services sector including IFAs, mortgage and general insurance brokers, providers, web aggregators and the public sector.

Our products and services include the following:

Aequos Online

An extensive, independent, financial product analysis and comparison database available in the UK. The database contains feature, rate and fees information on more than 30,000 products from nearly 2,000 providers. Our customers include leading insurance and assurance companies, banks and building societies and investment organisations.

Defaqto Engage

An integrated system for independent financial advisers (IFAs) and insurance brokers. The system makes the reporting, analysis, recommendation and review process easy, delivering the perfect product to meet client needs.

Defaqto Compare

An interactive, comparison tool enabling consumers to easily compare product features against each other on a host of key features, using a simple 'traffic light' system.

Defaqto Star Ratings

Our Star Ratings reflect the range of features and benefits of financial products. We review and assess every financial product across various categories and award a Star Rating from 1 to 5. The ratings are aimed at helping consumers and advisers decide which product suits their specific needs. Providers also use the ratings to ensure they offer products to meet differing consumer demands.

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