Standard Life Assurance Limited

Press release

STANDARD LIFE

For immediate release

Standard Life Wealth opens Birmingham office with five new appointments

1 November 2010

Standard Life Wealth, the investment specialist for private clients, has appointed five people to boost their team. The latest expansion sees a total of 15 new recruits to Standard Life Wealth this year.

The appointments will be made up of two Senior Client Portfolio Managers (Alastair Garvie and Gregg Henderson), one Client Portfolio Manager (John Payne) and two Client Portfolio Manager Assistants (Eileen Morrison and Clare Messham) and will be based in Birmingham giving Standard Life Wealth a third fixed location in the UK alongside Edinburgh and London.

Richard Charnock, Standard Life Wealth Chief Executive Officer said: "I'm delighted to welcome another five people to join us at Standard Life Wealth. In this year alone we have seen the team expand by over a third which highlights our commitment to growing the business. This expansion not only creates a vehicle to enable us to meet current business demands but will also give us a dedicated resource in the Birmingham area. The team have extensive experience in the discretionary fund management industry which makes them ideal candidates to form our new office.

"Our unique goal based investment approach and our success of delivering superior investment performance has meant that Standard Life Wealth has been an attractive option to both clients and advisers alike since launch in 2008. We draw on the knowledge and experience of colleagues in the Standard Life Group who have been at the forefront of liability driven investments for over 180 years. This allows us focus on delivering what is needed to meet clients' financial goals."

Ends

For further information, please contact:

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Notes to Editors

1. Concise CVs are available on request.

2. Standard Life Wealth is an investment management service and a subsidiary of Standard Life PLC. Standard Life Wealth offers personal investment management services for private individuals using a unique goal based investment approach, utilising institutional investment techniques previously not available to private investors. Standard Life Wealth's sole focus is maximising the certainty that client goals are met.

3. As a specialist private client investment manager, Standard Life Wealth's is prepared to be held accountable for meeting their clients' financial goals and performance is always benchmarked against those goals. Their investment strategies do not chase the market and will not hide behind it. For each client, Standard Life Wealth sets up a series of investment portfolios , matching the appropriate timescales and risk profile for each financial goal. Using a unique Dynamic Asset Allocation approach with enhanced volatility management, SL Wealth's Portfolio Managers actively manage client portfolios regularly adjusting each portfolio to respond to changing market conditions and changing client needs.

4. While Standard Life Wealth draws on Standard Life Group's knowledge and experience, they are not limited in their choice of funds. Standard Life Wealth selects investments from across the whole of the market.

5. For further details please go to: www.standardlifewealth.com