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For immediate release

## **Standard Life Wealth Scoops PAM Award**

**6 March 2009**

Standard Life Wealth, the Discretionary Investment Management business of Standard Life plc launched in January 2008, have won the award for Investment Product or Service Innovation, at last night's Private Asset Managers (PAM) Awards.

The award recognises the innovative goal-based investment approach of Standard Life Wealth. This approach has proven itself in the difficult markets of 2008, giving clients peace of mind by minimising the impact of extreme market falls while also offering the opportunity to access a broader universe of investment opportunities.

Richard Charnock, Chief Executive Officer, Standard Life Wealth said: "I am delighted that Standard Life Wealth has won this award for investment innovation. We are passionate about our proposition. Our ability to bring new investment thinking to the challenge of helping clients achieve their financial goals was the motivation behind the launch of Standard Life Wealth. It is therefore particularly pleasing to receive this endorsement. Winning a PAM Award is a great honour and I would like to express my thanks to the whole team at Standard Life Wealth"

**Ends**

**For further information, please contact:**

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**Notes to Editors**

1. Standard Life Wealth is the discretionary investment management business of Standard Life PLC.

Standard Life Assurance Limited, registered in Scotland (SC286833), Standard Life House, 30 Lothian Road, Edinburgh EH1 2DH, authorised and regulated by the Financial Services Authority. 0131 225 2552. Calls may be recorded/monitored.



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2. Standard Life Wealth provides active wealth management for clients using a highly tailored and specific approach to each of the clients' goals. The solutions are 'state of the art' with clients benefiting from access to advanced investment techniques previously restricted to institutional investors.
  3. For more information on the PAM Awards, please to:  
[http://www.pamonline.com/asp/front/awards\\_pages.php](http://www.pamonline.com/asp/front/awards_pages.php)