
For immediate release

Standard Life Wealth appoints new Senior Business Development Manager

16 June 2010

Standard Life Wealth, the discretionary investment and wealth management business, has appointed Ronnie Binnie as a Senior Business Development Manager.

Ronnie joins the team from Standard Life Wealth's parent company where he was National Account Manager. He is the third specialist Business Development Manager to join Standard Life Wealth alongside James England and Jeremy Hippolite. He will be based in Edinburgh, covering Scotland and North England.

Richard Charnock, Standard Life Wealth Chief Executive said: "I am delighted to welcome Ronnie to the team. Ronnie has been in financial services for 25 years, 19 of which have been with Standard Life, largely in the distribution function. His previous roles have enabled him to develop strong relationships with IFAs, making him an ideal candidate for the position and well placed for Standard Life Wealth's continued focus on the adviser market."

"This appointment highlights our commitment to working in partnership with the adviser community and we are keen to capitalise on Standard Life plc's success in this area."

Ends

For further information, please contact:

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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.

Concise CV – Ronnie Binnie

1991 – 1994	Financial Planning Consultant, Standard Life
1994 – 2001	Account Manager, Standard Life
2001 – 2003	Strategy/Training Manager, Standard Life
2003 – 2008	Regional Sales Manager, Standard Life
2008 – 2010	National Account Manager, Standard Life

Notes to Editors

1. Picture available on request
2. Standard Life Wealth is an investment management service and a subsidiary of Standard Life PLC. Standard Life Wealth is an investment management business specialising in personal investments for people across the UK 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. Standard Life Wealth has a track record of delivering superior investment performance:

SLW Core portfolio	21.66%
FTSE All-Share	-2.97%
APCIMS Income	4.01%
APCIMS Balanced	2.10%
APCIMS Growth	0.75%

(Source:- Standard Life Wealth, FTSE All-Share Index, APCIMS, Bloomberg. Performance from 31/12/2007 to 31/03/2010)

The Example Portfolio in the table above is based on Standard Life Investments Global Absolute Return Strategies (GARS) fund. The GARS fund is an authorised unit trust that utilises similar core strategies to those deployed in private client portfolios.

4. As a specialist private client investment manager, Standard Life Wealth 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.

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