

18th May 2011

Edward James joins Cofunds' institutional service

Cofunds announces the appointment Edward James as Head of New Business Development for its institutional service, which provides specialist fund dealing, settlement and sub-custodian services to a range of clients from private wealth managers, through financial institutions to web based share dealing providers and life companies.

Edward will head up the institutional sales team, bringing with him a wealth of experience and skills from previous roles having worked in the industry for 16 years.

Commenting on the new appointment, Christopher James, Director, Institutional Services, said: "This senior appointment demonstrates our commitment to servicing our expanding institutional client base. Edward's experience and ability to build strong, productive relationships will be of great importance as we continue to develop our services and take on more clients."

Edward James said: "The team at Cofunds has worked hard over the last few years to build a very strong service that provides operational efficiency and risk benefits. They are well placed to take advantage of the changing financial landscape.

"It already has some of the largest financial institutions as clients, and there are many opportunities out there as acquisition vehicles increase and we see a proliferation in smaller boutique wealth managers. In addition, growth in investor self-service will almost certainly lead to growth in the direct to consumer execution-only space, and Cofunds can help power these solutions.

"I'm looking forward to being a part of the dynamic institutional team at Cofunds as they grow their client base in the lead up to the RDR and beyond."

- Ends -

For further information please call:

Hilary Morison (MRM): 020 3326 9912 or 07793 564 351

Stephanie Ulm (MRM): 020 3326 9902 or 07824 690 181



Notes to Editors:

Cofunds is the leading independent investment platform for advisers and other financial institutions, with assets under administration in excess of £32bn (as at 01.05.11). It is an independent platform providing flexible, reliable and convenient administration and management services for advisers and their clients as well as dealing and custody services for financial institutions. It does not offer investment management or advice, nor does it compete with advisers by offering its services direct to the end client. Cofunds exists to serve the needs of institutions, advisers, their clients, and fund managers.

Cofunds is authorised and regulated by the Financial Services Authority.