



For ASX Release

10 December 2009

One of Australia's leading financial advisory groups chooses Præmium

Præmium Limited (ASX:PPS) is pleased to announce that it has been selected by the Shadforth Financial Group (Shadforths) to provide portfolio administration services to their direct equity client base.

Administering in excess of \$8 billion in client assets, Shadforths is a privately-owned financial advisory firm with 14 practices across Australia.

Præmium's Group CEO Arthur Naoumidis said, "Shadforths is a significant player in the provision of customised financial planning and wealth management advice for Australian investors. I am delighted that they have chosen Præmium's V-Wrap to provide consolidated reporting and portfolio administration services to their clients.

"More importantly, this further cements V-Wrap as *the* industry solution for advisory firms to achieve business efficiencies, through the use of modern investment administration and tax management functionality that's not available from the traditional wrap account and master trust providers".

Shadforth's CEO Mr. Nick Bedding said, "We were looking for a highly efficient and scalable solution that will enable us to centralise our back-office services, supporting our multiple sites.

"We believe Præmium is the answer for us to support client demands for more sophisticated investment outcomes which increasingly require a greater focus on direct assets and the ability to report and manage tax outcomes at the consolidated portfolio level".

About Præmium: Præmium Ltd (ASX:PPS) is one of Australia's leading suppliers of online financial portfolio administration and Separately Managed Account (SMA) technology, administering over AUD 36.6 billion* of assets. Præmium currently provides services to around 500* financial institutions and intermediaries, including some of Australia's largest financial institutions.

*As at 30 September 2009

About Shadforth Financial Group:

Shadforth Financial Group Limited (SFG) is one of Australia's leading privately-owned financial advisory firms. The company has 14 Practices across Australia offering a

comprehensive range of financial and investment advisory services including strategic advice, investment portfolio construction, management, and administration, share market trading, corporate superannuation, estate planning, personal risk and general insurance broking, mortgage broking and lending services.

Media enquiries:

Arthur Naoumidis
Group CEO
Praemium Limited
03 8622 1233

Nick Bedding
CEO
Shadforth Financial Group Limited
03 6211 1111