

9 July 2010

The following communication will be emailed to all Præmium Shareholders who have given their consent to receive email communications from the Company today.

Dear Shareholder,

Yesterday Præmium announced that it is going to launch a new investment platform, utilising its proprietary technology, targeted at assisting financial planners to transition from their existing commission based business model to a fee for service model (which current government policy states will be mandatory from after July 2012).



Præmium's superior technologies have been well received by fee for service and independent financial planners since the company commenced operations almost 10 years ago and already services a substantial proportion of that market. Recently announced regulatory and policy changes which are aimed at increasing financial literacy and fee transparency are likely to have a significant impact on the Australian financial services industry. Præmium is ready to address these challenges and the launch, in August 2010, of its SMARTwrap offering is expected to further broaden its market share.

A copy of this announcement and accompanying presentation can be found on the ASX Announcements section of our website (<http://www.praemium.com.au/asx-announcements.html>), along with other recent ASX releases that may be of interest to you.

A commentary on this given by Arthur Naoumidis, Group CEO, and recorded by Boardroom Radio will be released after 3pm this afternoon. The broadcast can be accessed from the Company's website under Boardroom Radio section (<http://www.praemium.com.au/boardroom-radio.html>).

Thank you for your continuing support of Præmium.

Cathryn Nolan  
Company Secretary

If you wish to change your communication options, or no longer receive these emails please remove your email address on our share registry's website by clicking on the link(s) below, and entering the postcode (Australian address) or country code (overseas address) relevant to each shareholding.