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## **Last Minute ISA Shopping: Three Easy Ways to Select Funds**

*Free Tools and Low Charges from Interactive Investor*

With two weeks left until the 2005/6 ISA deadline, Interactive Investor's fund supermarket is offering three easy ways for investors to select and purchase funds online at [www.iii.co.uk/isas](http://www.iii.co.uk/isas). Interactive Investor provides ready-made ISA packages, a fund search and an ISA Assistant which all take the hard work out of fund selection. Customers can use the tools for free and benefit from typical initial charges of just 1 % if they purchase the funds via the website.

Rebecca O'Keeffe, Head of Fund Management, Interactive Investor, said: "It's been a busy ISA season so far, but lots of people leave it until the last minute to select their funds. We often have people investing right up until the deadline – sometimes at ten to midnight on the 5 April. Investing online is quick and easy, and fees and charges are really competitive. We have a wide range of fund information on the site, and three tools to help investors make their choice."

Interactive Investor's **ready-made ISA packages** have proved a popular choice this year, spurred on by strong performance over the last 12 months. For example, the Hot Spots ISA, which invests in global financial companies, Latin American growth prospects and commodity stocks, returned 56.15% versus its sector average return of 31.35% in the 12 months to 1st February. However, this package is very high risk and will not be suitable for all investors. The Great British Growth ISA package returned 25.20% versus its sector average of 21.74% over the same time period.

Each of the six ready-made ISA packages consist of four underlying funds chosen according to strict selection criteria, using the most up-to-date research and fund ratings

data. Investors can choose them according to their preferences and attitude to risk.

More information is available at <http://www.iii.co.uk/packages/>

Interactive Investor's **fund search** helps investors quickly locate the fund they're looking for by searching over 700 funds from 28 leading fund managers. They can search by fund provider, sector, performance and risk ratings.

The **ISA Assistant** takes consumers through a simple three stage process to identify a shortlist of funds that meet their specific investment goals. Step one: decide on your investment goals; Step two: confirm your attitude to risk; Step three: highlight above-average performers (as rated by FT Fund Ratings).

Using these services, customers can buy online in less than 10 minutes. All the tools provide detailed analysis of the past performance, fund holdings, sector and geographic weightings and highlight the associated risks of each type of fund. Interactive Investor's online portfolio allows users to monitor their investments 24/7.

**Case studies of customers who have purchased an ISA online are available upon request.**

### **Interactive Investor**

Interactive Investor is the UK's leading personal finance and investment website ([www.iii.co.uk](http://www.iii.co.uk)). From share dealing to savings, and from ISAs to mortgages, Interactive Investor provides independent tools and information to enable consumers to address all their investment and personal finance needs. Interactive Investor has 1.6 million registered account holders and 430,000 active portfolio users. Interactive Investor is currently celebrating its 10<sup>th</sup> anniversary. Interactive Investor Trading Limited, trading as "Interactive Investor", is authorised and regulated by the Financial Services Authority.

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