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Wrap Up For Spring and Pay Less for Funds, ISAs and Shares: Interactive Investor Launches Full Dealing Service

Interactive Investor (www.iii.co.uk), the UK's leading investment and personal finance website, today launched its new trading platform allowing investors to buy, sell and monitor shares, investment trusts and funds, within an Investment, ISA, PEP or SIPP wrapper all from one easy-to-use account. Customers can benefit from an average 80% saving on initial fund fees.

Tomas Carruthers, Chief Executive of Interactive Investor, said: "Just as in other retail markets, more and more people are using the web to buy and manage investment products. Whether they're called fund supermarkets, wraps or dealing platforms, savvy investors who shop around can find some excellent deals online.

Interactive Investor's new service allows potential investors to choose from more than 1300 funds from over 50 fund managers. Initial charges range from 0% to 1.5% with an average charge of less than 1%. Self-select Equity ISAs cost a flat £25 per annum irrespective of account value – with no account charges if the holding is invested in just funds or uninvested cash.

Share traders can also invest in the equities or investment trusts from as little as £1.50 a trade for regular investments, or £10 a trade for real-time trades. A low cost SIPP will be available from March 2007 and investors will be able to trade with the same low cost charges.

Carruthers added: "Investors must always look beyond the headline figures to see what the actual costs are – on funds, shares or SIPPs. Our new service combines flexibility with very low charges and fees. What's more, investors can manage all their investments in one place."

Interactive Investor currently has more than 60,000 trading customers and recently beat Fidelity Funds Network to be awarded Best Wrap or Fund Supermarket site (business-to-consumer) at the Online Finance Awards 2006. Judges praised the ease of use and accessibility of the site, and the practical tools that help investors to select the right funds.

About Interactive Investor

Interactive Investor is the UK's leading personal finance and investment website (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 500,000 regular monthly users. Interactive Investor is currently celebrating its 10th anniversary. Interactive Investor Trading Limited, trading as "Interactive Investor", is authorised and regulated by the Financial Services Authority.

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