



Press Release

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Contact: Philip Calvert - philip@financecube.net

Tel: 01483 548 666 or 07773 359 619

GLOBAL IFA TECHNOLOGY COMPANY LAUNCHES IN THE UK

Following the successful opening of offices in New York last month, global IFA technology experts FinanceCube, are delighted to announce the launch of their online portfolio management service in the UK.

Probably the most innovative technology provider in the market, the company has developed a startling Web platform utilising the latest Microsoft .NET technology.

The new software platform is completely Web based, allowing IFAs to use the system wherever they go - and to benefit from true pay-as-you-go added value features.

The First Multi-Currency and Multi-Language IFA Technology Platform

From the company's headquarters in Norway, CEO of FinanceCube, Mr Lasse Meholm said today:

"We are delighted to introduce FinanceCube to the UK and European markets. Our multi-language and multi-currency platform will enable

large numbers of financial advisers to access the technology and to manage client portfolios effectively and at an affordable cost."

Mr Meholm continued:

"With more and more financial advisers looking to integrate technology at the heart of their service proposition, the FinanceCube platform will enable them to work more closely with their clients - wherever they are based in the world, wherever they travel to and whatever language they speak."

"IFAs need to acknowledge that technology is enabling clients to 'help themselves' to financial advice more than ever before."

"This actually gives IFAs a great opportunity to offer differentiated charging structures, depending on how much help a client wants."

FinanceCube's innovative technology allows total transparency between adviser and clients - each being able to access their fact-find, portfolio, policies, valuations, and insurance coverage. An IFA's clients may also generate reports and graphics which can be exported to Excel spreadsheets (and much more).

'Pay-As-You-Go'

In addition, there are a number of added-value facilities online which advisers may use on a true 'pay-as-you-go' basis, making access to financial planning technology easier than ever before - again providing IFAs with an opportunity to offer differentiated charging structures depending on clients' specific needs.

White Labelling

To further enhance advisers' service propositions, all IFA clients of FinanceCube will receive a white labelled home page, so that the software reflects the look, feel and branding of their company.

Global Training Academy - Building Professional Standards World-Wide

As local markets develop, FinanceCube is working to encourage the sharing of best practice between IFAs and financial advisers around the world.

The company believes that technology will soon be at the heart of both the financial planning process and the marketing of advisers' services. In addition to public and private training on the use of FinanceCube's technology, the FinanceCube Academy will offer financial advisers around the world, classes on how to use the Internet to promote their services and to raise their profile in search engines across the Web.

Appointment of Sales Director

To facilitate the launch of FinanceCube in the UK and to deliver World Class Internet marketing training to the global IFA community, the company has appointed former Quay Software Head of Marketing, Philip Calvert as Sales Director.

Philip is a regular commentator and speaker at industry events across the UK and Singapore and will be responsible for sales and raising the profile of the company.

Mr Meholm said about Philip's appointment:

"We're delighted that Philip has joined the FinanceCube team. He is extremely experienced in the industry and his expertise in technology marketing will be of great benefit to IFAs in the UK and our target markets around the world."

Mr Calvert said today:

"FinanceCube is the most exciting technology development for IFAs in a long time. Quite apart from the platform itself, there is very real demand from IFAs for the high quality technology training and development which we intend to provide."

Philip continued:

"It's simply not an option for advisers to ignore the potential of the Internet. Many of their clients have the Web integrated into their daily lives at every level. They are using it for shopping, dating, entertainment, networking and yes - buying insurance, researching pensions, savings and investments. These people turn to the Web first for most things, and if IFAs aren't visible the Internet will not be a valuable business tool - but a serious threat."

"FinanceCube's services will be of enormous benefit to IFAs, and we look forward to working closely with existing providers of back office software and financial planning tools."

ENDS

Notes to Editors:

FinanceCube is a new global online financial planning tool which meets the needs of financial advisers, discretionary asset managers, family offices, wealth managers and the private banking community through a totally secure web-based platform. No local servers or Citrix and with technical disaster recovery included.

FinanceCube provides a unique portfolio management service across asset classes, currency types, time zones and regions. The web based software is installed on a number of Internet servers, connecting the platform to Morningstar, Financial Times Interactive Data, a large number of insurance companies, mutual fund/unit trust providers and leading market players.

The company has offices in the UK (Knightsbridge), USA (Wall Street), Norway (Drøbak - Head Office), Cyprus (Limassol) and Sweden (Stockholm) - with representatives in Greece and the Caribbean.

Market prices are collected automatically every day from the following markets: UK, USA, Austria, Belgium, Denmark, Finland, France, Greece, Germany, Hungary, Iceland, Italy, Luxembourg, The Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland, Turkey, Hong Kong, Singapore and Tokyo.

Value Added services include: Commission Tracking, Compliance, Fact Find, Asset Allocation, Market Models, Signal Generator, Pension Plan Forecast, Value at Risk, Portfolio Optimizing, Technical Analysis, Block Trade and Client Wealth Aggregation.

Lasse Meholm is the founder and CEO of FinanceCube. He is the author of the best selling book "Investeringsguiden" (The Investment Guide) - published by Hegnar Media in Norway in 2004. The book is a comprehensive guide to the financial markets for advisers and their clients and is an excellent foundation and guide for new employees of IFA firms and their clients.

Contact:

Email: lasse@financecube.net

Tel: +47 97 60 32 90

Philip Calvert is Sales Director of FinanceCube. He has 28 years experience in the UK financial services market in a variety of senior sales and marketing positions with Zurich Life, Permanent Insurance/Liverpool Victoria, Pioneer Friendly Society and Quay Software. Philip writes and speaks internationally on sales, technology marketing and networking for financial advisers and is the author of the best selling marketing book "Successful Seminar Selling" - published by How to Books.

Contact:

Email: Philip@financecube.net

Tel: 07773 359 619

Web:

<http://www.financecube.info>

Tour: <http://www.financecube.biz>

Platform: <http://www.financecube.net>