

Media Release

RECOGNITION FOR BT SUPER FOR LIFE'S SIMPLICITY

Friday, 23 July 2010

BT's quest to help more Australians understand and engage with their super was recognised at the recent Australian Superannuation Funds Association (ASFA) Communication Awards.

BT's Head of Superannuation Melanie Evans said they saw the need to help Australians better engage with their super by making it simple and then speaking about it in everyday language.

"Super is too often about all rules, regulations, taxation and investing in uncertain markets to plan for your future," Melanie said.

"With the aid of our incredibly easy and simple super product, BT Super for Life, we realised we could show Australians that super doesn't need to be complicated; it's your money so it's important to take ownership of it and choice is available to everyone."

As a result, the BT Super for Life "Super Made Simple" Campaign was awarded two accolades:

- Excellence in member communication – recognising the outstanding marketing/communications campaigns to members/consumers
- Integrated campaign of the year – successfully combining two or more different elements within a campaign.

The ASFA Communications Awards are the ultimate peer recognition for outstanding examples of communication within the super industry.

"At BT, we aim to stand out, look different, communicate in a simple manner and demonstrate just how innovative BT Super for Life really is," Melanie said.

"Importantly, we're finding Australians are responding favourably to a low cost, simple super solution, with BT Super for Life members now totalling more than 190,000."

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About BT Super for Life. BT Super for Life fully integrates super with everyday online banking. With no hidden fees or commissions, simple investment choices, an integrated insurance offering BT Super for Life provides a compelling alternative to traditional retail and industry super funds. BT Super for Life has no establishment fees, no contribution fees, no withdrawal fees, no switching fees, no termination fees and does not pay commissions - just a flat \$5 per month administration fee and 0.99 per cent administration fee (per annum). BT Super for Life is a portable super solution that has been designed to move with the investor from job to job and into retirement.



Media Release continued

About the ASFA Awards. ASFA is a national, not for profit organisation that represents the interests of Australia's superannuation funds, their trustees and their members. All award categories were contested and represent the full spectrum of AFSA members which includes industry funds, corporate, public sector and retail funds, service providers and individual members. Entries were marked firstly by a panel of industry peers with finalists being put forward to a second round team of marketing and communication experts.