

**PRESS RELEASE**

**14<sup>th</sup> December 2009**

**Michael Fordham appointed Managing Director of Platform One**

**Platform One**, the new Wrap platform being established to serve high net worth investors and the IFAs who advise them, is pleased to announce the appointment of Michael Fordham as Managing Director. Michael was previously the Business Development Director of Investment Funds Direct and a founding director of the Ascentric Wrap platform. He brings a wealth of experience to Platform One and will lead the establishment of the new business.

Platform One is a new business initiated by London & Colonial and WAY Group with the aim of providing a premium quality service to high net worth (HNW) individuals and the IFAs that advise them. This will also include access to specialist products and services that are suitable for HNW clients but are not usually available on other platforms.

Ken Wrench, one of the founding directors of Platform One said: "We are very pleased that Michael has accepted this appointment as he brings both a wealth of experience in establishing successful financial administration businesses and an in depth knowledge of the Wrap market in particular. His experience in previously establishing the Ascentric wrap service will be invaluable. We welcome him on board and expect his contribution will enable us to announce significant further progress with the Platform One Wrap service shortly."

Commenting on his appointment, Michael Fordham, the new Managing Director of Platform One said: "The aim of establishing a high quality Wrap service that will specifically serve the needs and expectations of HNW individuals and the IFA firms that advise them is an excellent one. There is both a gap in the market and a clear need for such a premium service. I'm therefore very pleased to accept this role and look forward to launching such a service for this key sector of the UK market."

**– ENDS –**

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