

ASX Announcement: 21 May 2007

Praemium launches on-line desktop solution for equity market participants

In a move toward providing a completely integrated on-line administration and management platform, Praemium Limited (ASX:PPS) announces the launch of its p-Desktop solution.

Praemium Desktop is a web application market data service (with live streaming, up to date static data on demand or 20 minute delayed options) fully integrated with Praemium's flagship portfolio administration service, V-Wrap, and Separately Managed Account technology, enabling real time portfolio valuation and capital gains tax calculations.

Praemium's Managing Director, Arthur Naoumidis said, "V-Wrap Desktop is designed with three objectives in mind; to provide portfolio managers and advisers with data streaming for live interaction with the market, to build distribution within their business by improving client engagement and communication at all levels, and to streamline compliance in relation to advanced statement of advice features."

"Using the latest in web technology we have created an integrated on-line environment for portfolio modelling, administration and management in line with our philosophy of providing the best services at the lowest cost per portfolio. We are confident brokers and portfolio managers will find this service a winner in building their business managing client portfolios effectively and profitably", said Mr Naoumidis.

Praemium's clients who sign up to Praemium Desktop will have the right to distribute it with their own branding to all their clients – including those who are not already utilising the V-Wrap Service – for no additional charge, giving them access to 20 minute delayed pricing, news and historical market information. For an additional monthly charge they will also have the option to offer their clients and staff the ability to update price information 'real time' on demand by 'clicking through' or to provide pricing, news and other data on a live streaming basis.

"By distributing Praemium Desktop widely and at little or no cost, we plan to put V-Wrap and its functionality in front of a much wider audience over the coming months and years" Mr Naoumidis said. "We believe that this will make it easier for our clients to demonstrate the values of professional portfolio planning to their clients and ultimately result in an increased take up of our core offering, V-Wrap"

Praemium anticipate a strong take-up of Portfolio Desktop with sign-ups already from Taylor Collison, Burrells Stockbroking and Montagu Stockbroking, and expressions of interest from several other brokers.

A national roadshow scheduled for the week commencing Monday June 18th will showcase p-Desktop to brokers, portfolio managers and financial advisers. Bookings can be made by calling Julie Butler on 03 8622 1211.

About Praemium

Praemium supplies online Portfolio Administration Services (V-Wrap) and Separately Managed Account (SMA) technology to wrap providers, financial planners, accountants and stockbrokers in Australia. The open architecture nature of Praemium enables integration with many data providers and popular SMSF compliance and financial planning software.

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