



## FIDELITY INTERNATIONAL PRAISED BY INDEPENDENT STUDY FOR ITS INSTITUTIONAL WEBSITES

- **Consultancy firm kasina ranks Fidelity third in survey of 30 global asset managers**

**London, 18 September 2008** – Fidelity International has been ranked third in a new study\* of institutional websites by kasina, an asset management consultancy firm.

The study evaluated both public and secure client websites of 30 of the leading global asset managers from a range of perspectives, and Fidelity was highly rated for its consistent branding, content and usability.

The study focused on the award winning\*\* FidelityView, launched in November 2006. This secure client website provides clients and their consultants with daily valuations, transactional information, online reporting and the ability to produce tailored performance reports.

Fidelity was also commended by kasina for being one of the few asset managers in the study to operate public institutional websites in local languages, including French and German.

**Liz Fulker, Head of Institutional E-Business at Fidelity International**, says: "This is the first time Fidelity International has participated in the kasina survey so being ranked third on a global basis is welcome recognition of our commitment to offering clients a superior service via the web. The bedrock of our online service is FidelityView, which delivers tailored reporting to clients and consultants, but we are also one of the few asset management companies to operate a number of local language websites."

**More information about Fidelity's institutional business is available at**

**[www.fidelityinstitutional.com](http://www.fidelityinstitutional.com)**



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**Notes to editors:**

\* Source: “Top 10 Institutional Web Sites of 2008”, kasina, September 2008

\*\* Winner of “Best Website” at the Financial News Awards for Excellence in Client Service – Europe 2008 & 2007

\*\*\* Source: Fidelity as at 30.06.08

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**About kasina**

kasina's commitment to innovating distribution in the financial services industry has made it one of the most influential strategy consulting firms in its sector. kasina works with a wide variety of clients from five continents, including firms representing 90% of the U.S.'s total assets under management. An overview of services offered by kasina is available at [www.kasina.com](http://www.kasina.com).