



SHIP REVEAL CHANGING FACE OF EQUITY RELEASE

-New website and logo released-

(9 March 2009) Safe Home Income Plans (SHIP), the equity release trade body, today revealed their new logo and website. The transformation of www.ship-ltd.org into a comprehensive information portal marks the start of a period of development for the industry, which will ultimately result in the production of SHIP's White Paper.

The website has been updated to provide specific areas for financial advisers and customers. A secure log-in is available for SHIP members,

The new website features that will be of use to financial advisers include:

- Equity Release Guide
- Downloadable qualifications table for advisers
- 'Typical client type' information
- Market statistics
- Information on consumer demand
- SHIP adviser checklist
- PDF Directory of SHIP members
- News and events from the equity release industry

Andrea Rozario, Director General of SHIP, commented:

"The new website was created to provide an engaging equity release information source for consumers, advisers and members. We have created a dedicated financial adviser area in recognition of the importance of advisers in the development of the equity release industry.



We understand that some financial advisers may need more details before taking the first step into the equity release market, and the new website will provide them with information about the market and the role of SHIP within it. Customers and their families can also obtain further information on equity release when they visit the site at www.ship-ltd.org

"2009 is shaping up to be a key year for the equity release industry. SHIP's policy consultation phase commenced with our recent event at the House of Lords, attended by politicians, charities and consumer organisations. The publication of the SHIP White Paper should provide consensus on the steps needed to ensure equity release takes its place as an integral part of mainstream retirement funding".

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About SHIP:

Safe Home Income Plans (SHIP) is the UK's leading professional body for equity release product providers, representing the interests of its members who provide home income and equity release plans. It was launched in 1991 to promote safe schemes. At present, 90% of the equity release market (in volume terms) is represented by SHIP members.