

press release

31 March 2010

New 7% bond to appeal to income seekers

- Provident financial offer 7% 2020 Corporate Bond – fixed for 10 years
- The Share Centre is accepting online applications until 8am on 9 April 2010

The new Provident Financial Corporate Bond offers a generous 7% a year. UK investors can now apply for the Bond online through The Share Centre until 8am on 9 April 2010.

Explaining the benefits and some of the risks associated with the new Bond, Guy Knight, director at The Share Centre, said: “The Provident Financial Bond is certainly an attractive offer for income seekers. It aims to pay an annual income of £70 for 10 years for every £1,000 invested and then return the original investment on maturity.

“This compares handsomely with some cash ISAs offered by banks that aim to draw investors in with high interests for a year, only to reduce the rate to 0.5% thereafter. However, investors should note that as with other investments, if Provident Financial were to run into financial difficulty and default on the Bond, they could lose some or all of their investment and future income.

“If they decide to sell the Bond during the 10 year term investors might also get back less than they originally invested. Inflation would of course reduce the real value of the investment and therefore what can be bought with it in the future. Also, it’s worth remembering that Corporate Bonds are not covered by the Financial Services Compensation Scheme.”

To help investors better understand the offer, The Share Centre has compiled a list of the main risks and rewards associated with the Bond as well as some key dates concerning the offer process.

WHY INVEST?

- 7% income fixed for the next 10 years
- Initial investment returned after 10 years
- Tax free returns if invested through an ISA or SIPP
- Easy to invest by online application

ASSOCIATED RISKS

- Investors could lose some or all of their investment and future income earned
- Corporate Bonds are not covered by the Financial Services Compensation Scheme
- If you sell the Bond during the 10 year term you might get back less than you originally invested
- Inflation would reduce the real value and therefore what could be bought with your investment

KEY DATES

- Offer open: 22 March 2010
- Offer close: 12 April 2010 (9 April 2010 via The Share Centre)
- Allocations announced: prior to 15 April 2010
- Shares allocated: 15 April 2010
- Trading begins: 15 April 2010

---Ends---

Note to editors:

Investing in the Bond via The Share Centre

Investors wishing to apply for the Provident Financial 7% 2020 Corporate Bond can invest online through The Share Centre's website www.share.com. To invest in the Bond, investors will need to open either a Share Account or a DIY ISA online. The Bond cannot be purchased through our Funds ISA.

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Risk Warnings:

Investing in general, and the products and services mentioned above may not be suitable for all: if in doubt, individuals should seek independent financial advice. The value of investments and the income from them can go down as well as up and investors may not get back their original investment. Past performance is not a reliable indicator of future performance.

The bases and levels of taxation relating to ISAs, CTFs and SIPPs are subject to change and the value of these tax allowances may depend upon the circumstances of the individual.

About The Share Centre:

The Share Centre was established in 1990 to provide value-for-money share services for private investors. Its range of services includes buying and selling shares (by Internet, telephone and post) and a comprehensive share administration and safe custody service. Tax-efficient investment 'wrappers' including ISAs, CTFs and SIPPs are also available.

The Share Centre's Advice team provides comment on market sectors, individual shares and funds on www.share.com. Access is available to customers and registered users of the site. Registration is free. To understand how our Advice team arrive at their views please read our [Investment Research Policy](#)

In addition, account customers can receive individual telephone advice on UK-listed shares and on funds traded via the CoFunds trading platform.

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