

## press release

27 June 2011

Share of the week from The Share Centre

**Graham Spooner, investment adviser at The Share Centre, picks the UK's largest life assurance company as his share of the week, here's why:**

"Asia is key for Prudential as it continues to develop its Asian arm. The assurer remains positive about the region and the continuing growth story will hopefully reward long term investors going forward.

"A trading update in May reported results higher than analysts' forecasts with a 10% rise in Q1 sales to £888m and continued good performance from Asia and the US. However, Prudential remain more cautious on Western economies.

"Until recently the share price had been making steady headway and the latest update appeared to rubber stamp that trend, as sales volume and profit margin continued to improve.

"As a result of weakness in markets the share price has fallen from its year high of 777p in May to a more attractive entry point of below 700p. Investors nervous of the current economic situation may wish to drip feed into this stock."

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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 SIPP's 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 SIPP's are also available.

The Share Centre's Advice team provides comment on market sectors, individual shares and funds on [www.share.com](http://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](#). The Share Centre blog is also available at <http://blog.share.com>.

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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