

press release

23 August 2011

Share of the week from The Share Centre

Nick Raynor, investment adviser at The Share Centre, picks Aviva, the UK's largest insurer, as his share of the week. Here's why:

"The company's interim results issued in early August saw Aviva beat a number of its key targets. Operating profits and the company's dividend increased by 5% and the life insurance business also rose higher than expectations.

"Investors seeking growth will be pleased to see Aviva has been expanding and is developing its position in the European markets. The group remains committed to achieving its growth targets of doubling earnings by 2012 and has increased its cost savings target to £500m from £350m.

"Going forward Aviva will be focusing on the protection side of the business. The company is currently the provider of choice to Royal Bank of Scotland and the Post Office and has extended partnership with Santander, which will further strengthen protection sales.

"The recent weakness in the share price has pushed the yield close to 8% and we believe Aviva would be sending the wrong signals if it cut the dividend. Income seeking investors should note the shares will be ex-dividend on 21 September however there is still chance to buy on any further weakness. Investors seeking overseas exposure and a strong and well covered dividend may want to invest in this FTSE 100 stock."

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For further information please contact:

The Share Centre

Rebecca Kempzell

PR Executive

01296 439 426

Rebecca.kempzell@share.co.uk

Stephanie Reynolds

PR Manager

01296 439 256

Stephanie.reynolds@share.co.uk

Lansons Communications

Chantal Heckford / Lisa Grando / Sarah Waterson

0207 294 3630 / 0207 294 3669 / 0207 294 3649

Chantalh@lansons.com / Lisag@lansons.com / SarahW@lansons.com

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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. 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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