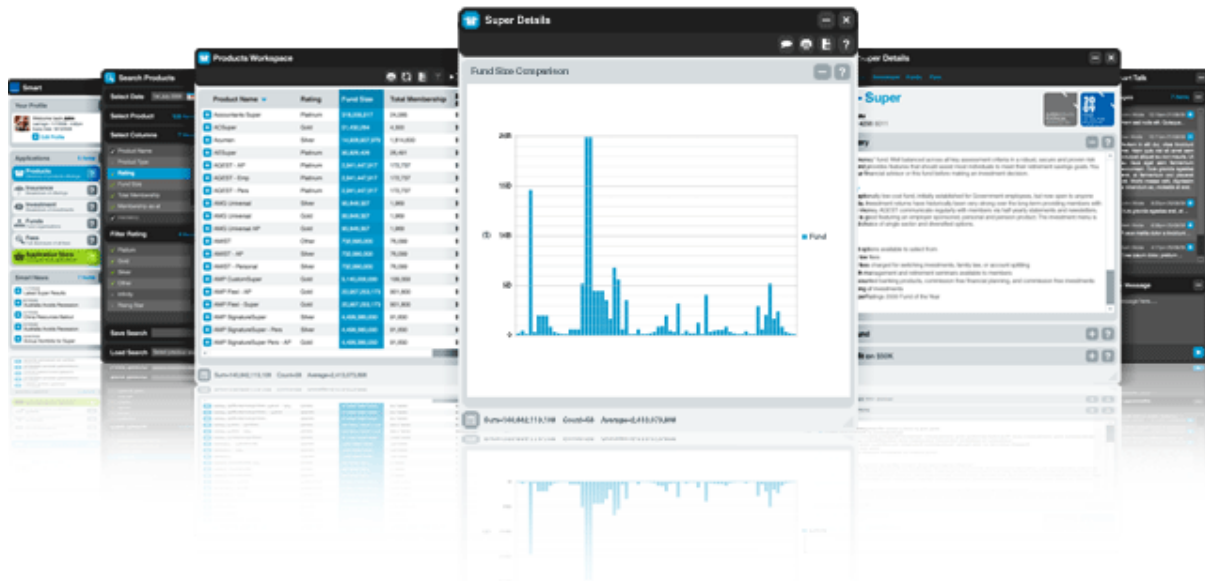


SMART IS DEAD - LONG LIVE SMART

SMART's days are numbered - In Q1 2010 it makes way for something smarter



Since its launch 4 years ago, SMART has become the market leading data source for the superannuation industry. So why change it?

Because we have seen an opportunity to make SMART not just smart but brilliant.

No simple facelift, this is a major overhaul. In summary, NEW SMART delivers these benefits -

- Flexible design tailored to your needs
- Now you get COMMENTARY and OPINION as well as data
- MORE data of the depth and quality you have come to expect
- Intuitive navigation, more HELP and a radical VISUAL upgrade

No two funds the same. No two SMARTs the same.

The big news is that SMART is no longer a one-size-fits-all platform. New applications allow you to tailor SMART according to your organisation's unique specifications.

SMART is now four ways smarter

- SMARTER DESIGN
- SMARTER APPLICATIONS
- SMARTER DATA
- SMARTER COMMUNICATION

Smarter Design

Not just window dressing, SMART now gets world class design to match our cutting-edge technology. The new content is presented in an easy-to-view, clean and logical manner, reducing search time and eye strain. Increased graphical presentation makes trends and anomalies far easier to identify.

Smarter Applications

The modules you know are no more. They are replaced by applications that deliver the same data you trust, but faster, better and more detailed.

New SMART starts with a base model with applications added that best serve your organisation. Ongoing, add new and improved applications as they become available through our new Application store.

New SAVE SEARCH parameters mean there is no need to start again next time you visit. Every time you return to SMART, you can now pick up where you left off.

Slice it, dice it, save it. Any way you want it

- Select specific Products via multi select list
- Rank specific Products
- Select specific Columns via multi select list
- Rank specific Columns
- Highlight Columns
- Filter Rows of any highlighted Columns
- Rank data from highlighted Columns
- Save your Search parameters at any time for future use
- Load a previously saved Search

Smarter Data

You currently subscribe to SMART because it delivers the data you need. NEW SMART builds on this by providing you with more comprehensive quantitative and qualitative analysis.

NEW SMART makes it easier to export, to print and to analyse. This increased control puts the power of our data at your fingertips. Because all data is date-driven, you can easily review a snapshot in time or identify a trend.

An added statistical button allows you to average, sum, count, median and more.

Smarter Communication

The **SMART Talk Panel** provides an interface for instant messaging between the user and other people within your company. SuperRatings will have the ability to publish messages to all users. When our SMART guru is online, SMART users will be able to get **real help in real time**.

- Built-in Help & Hints will be far more intuitive and comprehensive
- News and Updates will be more readily available
- You can provide us FEEDBACK

NEW SMART delivers the complete picture.

There's nothing like the NEW SMART anywhere in the world. It's available only from SuperRatings in Q1 2010.

