

PRESS RELEASE

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Technology vendors rise to the Retail Distribution Review challenge

A recent report by AT8 shows that the IT vendors are already responding to the FSA's Retail Distribution Review (RDR) proposals and investing in enhancing their solutions to meet the needs of the post RDR world. Even though the proposals in the interim report are still under discussion, IT vendors have seen the potential opportunities of the new market structure. The survey showed 47% of the vendors confirmed they are investing already in extending or enhancing their solutions in preparation for the potential changes.

The vendors are also very positive about the impact RDR will have on the industry with 73% of the IT companies surveyed believing that the proposed changes will benefit the market and consumers alike. The respondents also believe the FSA will stick to their guns on the proposed changes with 80% believing the FSA will push through the proposals largely unchanged from the format set out in the interim report of April 2008.

Commenting on the report Mark Thelwell, Director at AT8 Group said "The RDR proposals not only force existing distribution channels to review their business models and processes but they also bring to the foreground new automated sales channels such a direct to consumer websites from existing providers, distributors and new entrants. We also expect to see a refocusing on activities such as worksite marketing. All of this presents huge opportunities to the IT suppliers, as the changes will inevitably include changes to technology. It is pleasing to see the suppliers have not only recognised this but are already investing to ensure they are able to assist their clients in a timely manner."

Please see our website for more details.

<http://www.at8-group.com/news/AT8-News.htm>

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About AT8

- AT8 is a specialist consultancy and business development company principally aimed at the Financial services and related IT markets
- The Directors have a proven track record of developing and helping large Corporate organisations as well as small or start-up businesses
- Our domain knowledge and expertise combined with the development of relevant products and services create compelling propositions for our customers that achieve positive results quickly
- Our Consultancy services are built around propositions that address specific problems or opportunities in our core and related markets. This requires an in-depth knowledge of the market dynamics and the application of thought leadership.
- Our Knowledge Skill & Experience includes:
 - Financial Services – delivering effective e-enablement
 - Point of Sale
 - Back Office & CRM
 - Wrap
 - Worksite Marketing
 - Business process review and re-engineering
 - Sales & Marketing – business development
 - Regulation and best business practice
 - HR & Change management
 - New business initiatives and company start-ups
 - Strategic Review and direction
 - Board Governance
 - Intellectual Property exploitation and protection