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For Immediate Release

Novia adds discretionary manager VWM Investment Management to platform

Novia, the UK's most sophisticated full wealth management platform, is delighted to announce the addition of VWM Investment Management, to its panel of discretionary managers.

Novia has developed a trading system and processes which allow advisers, their clients, and Novia to work together with a discretionary manager to provide a professional and effective wealth management service.

VWM Investment Management is an independent discretionary manager borne out of a successful advisory and financial planning business, VWM Wealth Management, therefore understanding the needs of an adviser.

VWM Investment Management offers a range of model portfolios as follows, or if required a bespoke discretionary management service:

- Five core portfolios:
 - Cash alternative
 - Cautious
 - Balanced
 - Advanced
 - Growth

Furthermore, the Novia platform allows discretionary managers to:

- View a client's investments online at any time
- Make investment decisions and transactions for these clients
- Use either model portfolios or bespoke portfolio management solutions
- Be remunerated in a transparent manner directly from the Cash Facility

Ken Welsh, managing director, VWM Investment Management, comments:

"We have been delivering investment solutions to our clients for 8 years. Our Chief Investment Officer David Thomson is a Chartered Banker, Fellow of the Securities Institute and has over 25 years of experience in financial services including fund management at Aitchison & Colegrave. With our discretionary management proposition the adviser has sole contact with the client and using Novia's highly flexible and efficient wrap with an excellent range of assets, we can provide investment solutions. The really big advantage we have is that we understand what an adviser is trying to achieve and our whole approach reflects that."

Bill Vasilieff, CEO of Novia, comments:

"We are delighted to have VWM Investment Management on board. Borne out of an advisory practice, their expertise and understanding of the advisers will be invaluable."

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Notes to editors:

Novia

Novia Financial plc launched to market in October 2008 to provide a comprehensive wealth management service or 'full wrap platform' for investment advisers and their clients. Novia provides a transparent pricing structure as well as access to a wide range of product wrappers each with their own Cash Facility, an extensive suite of portfolio management tools, and access to an extensive range of investment classes including shares, bonds, traditional authorised funds, ETFs and alternative investments.

The core operating system is provided by Australian based GBST who have been developing software solutions for fund administration and financial services since 1996, and for wrap solutions since 1999, amassing \$186bn (AU) in assets under management on their systems. The comprehensive suite of portfolio management tools is powered by Financial Express, who also provide the data for the platform, and the illustrations are provided by Dunstan Thomas.

The Novia team, based in Bath, is led by Bill Vasilieff, ex Sales and Marketing director and joint Co-founder of Selestia. Novia, as an independent proposition, has substantial financial backing from a combination of private individuals and corporate organisations. The board is chaired by Sir Anthony Cleaver (former chairman and chief executive of IBM in the UK). Other members include John Beaumont, non executive, who has held a number of non executive roles in major public organisations and several technology startups, Tim Levy (non executive and investor), Chief Executive of Future Capital Partners, David Royds (non executive and investor) Chairman of Matrix group, and Bill Vasilieff as CEO.

Novia Financial plc is authorised and regulated by the Financial Services Authority.

VWM Investment Management

VWM Investment Management is an independent discretionary manager started as a new venture in 2007 by Ken Welsh and David Thomson. It was born out of a successful advisory and financial planning business, VWM Wealth Management, which continues today with £65m AUM.