



24 November, 2008

clarity AWARDED GOLD STANDARD

The Awards, which are run by Incisive Media, seek to go further than any other set of financial services awards by assessing companies' performance across the five elements of trust, value, financial strength, service and their capability to conduct business well. Such is the high standard demanded of entrants that only 64 Gold Standards have been awarded in the Awards' six-year history.

clarity was awarded the Gold Standard for Independent Financial Advice.

"The fact that even in such turbulent financial times certain companies stand out for their commitment to treating customers fairly and the robustness of their processes, is a real indication of the enduring quality of the Gold Standard Award winners," said Sarah Godfrey, associate editor of Incisive Media's Financial Services Division and chair of the judging panel of industry experts.

"A Gold Standard Award demonstrates that the winner commands trust, offers fair value for its products, is financially sound and delivers the highest level of service."

Angus Jones of **clarity** said "we have always been committed to delivering the highest level of service to all of our clients and it is fantastic that this commitment has been recognised by the judging panel of the Gold Standard Awards. We have prided ourselves in being totally independent, reflected in the fact we are fee based, and we have built our business on the underpinning values of trust and fairness"