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Praemium launches online trading to its V-Wrap and SMARTwrap offerings

Praemium Limited (PPS:ASX) is pleased to advise that it has partnered with Morgan Stanley Smith Barney to add online share trading to its V-Wrap and SMARTwrap offerings.

Facilitated through V-Wrap Adviser, a component of the V-Wrap platform that provides market data service and can incorporate real time client reporting capability, the new online trading functionality will save advisers time spent on execution and streamline the process, ultimately affording more time to provide quality advice to their clients.

The launch of online trading functionality for V-Wrap and SMARTwrap Super users follows hot on the heels of Praemium's recent launch of SMARTwrap – a new and innovative Wrap solution.

Praemium's Group CEO, Mr Arthur Naoumidis said the new trading platform is another key plank in Praemium's plan to bring a frontier share trading solution to the market.

"We have spent a significant amount of time developing this functionality to ensure that we make it easier for financial advisers and their clients to invest in equities on our platforms.

"Our aim in adding online trading is to deliver the best solution for advisers and their clients underpinned by our proprietary technology. For our V-Wrap clients, the Morgan Stanley Smith Barney partnership streamlines the process and delivers full broker services from one of the world's leading broking houses.

"For our SMARTwrap Super clients, it delivers a complete wrap offering in one of the lowest priced platforms on the market. Based on V-Wrap's technology our SMARTwrap clients will get better service and first class reporting. Better service plus better reporting equals a happier investor, and that's got to be good for advisers."

Martyn Rose, Senior Vice President, Advisor Services at Morgan Stanley Smith Barney, said, "This development will add to Praemium's impressive capabilities by giving V-Wrap and SMARTwrap users access to the highly rated research, model portfolios and market leading wholesale broking service offered by Morgan Stanley Smith Barney through its Advisor Services team."

About Praemium: Præmium Ltd (ASX:PPS) is one of Australia's leading suppliers of online financial portfolio administration and Separately Managed Account (SMA) technology, administering AUD 42.4billion* of assets in Australia and with more than £180million** in funds on the platforms it operates in the UK . Præmium currently provides services to more than 500* financial institutions and intermediaries, including some of the world's largest financial institutions.

*As at 30 September 2010

** As at 29 October 2010

About Morgan Stanley Smith Barney

Morgan Stanley Smith Barney, a global leader in wealth management, provides access to a wide range of products and services to individuals, businesses and institutions, including brokerage and investment advisory services, financial and wealth planning, credit and lending, cash management, annuities and insurance, retirement and trust. For more information please visit www.morganstanleysmithbarney.com.au