



MEDIA RELEASE

CLEARVIEW PARTNERS WITH JOOB TO LAUNCH A CLIENT INVESTMENT PORTAL AND IPHONE APPLICATION

SYDNEY, 30 November 2011 – ClearView Wealth Limited (ClearView, ASX: CVW) and JOOB, a Jade Software business, today announced the launch of a client investment portal and iPhone application, the first delivery in a partnership that aims to enhance the user experience for ClearView's life insurance and wealth management clients and advisers using technology innovations.

The client investment portal provides ClearView's investment clients with secure access to their account information, transaction history and contact details online and via an iPhone application. Designed and built by JOOB using the JOOB Mobile Platform, the portal is accessed via the ClearView website.

By integrating mobile features with ClearView's existing services and platforms, it is now easier for ClearView's clients to access valuable information regardless of the time or their location. The portal was piloted by a small number of clients earlier this month and the roll out to all ClearView investment clients starts today.

The next major technology delivery will be a portal for advisers which will be available in the first quarter of 2012. This portal will provide ClearView financial planners and independent financial advisers (IFAs) with the ability to quote and complete life insurance sales in an easy and efficient manner, over the web.

ClearView Managing Director, Simon Swanson said, "We are delighted to be working with a skilled technology partner like JOOB to deliver an enriched user experience for our clients and advisers. Our aim is to make it easier for clients to access information they need to manage their investments and for advisers to research and purchase our products and services. This means having the right technology framework in place and providing 24/7 access on the web and on mobile devices."

Jade Software Managing Director, Craig Richardson, commented that the technology framework JOOB Mobile has delivered to ClearView is a critical enabler for its future product strategy. "The JOOB technology provides ClearView with a competitive advantage driven by innovation, speed to market and an enriched user experience. Our job is to remove barriers to institutional technology constraints as we continue to work with ClearView to deliver further product innovations."

Developing a client investment portal and an adviser portal brings ClearView one step closer to its transformation into a fully integrated life insurance and wealth management company able to compete across the broad spectrum of the industry with enhanced distribution.

ClearView and JOOB will continue to work together to enhance the two portals, adding new products and features covering the full ambit of life insurance and wealth management solutions.

About ClearView Wealth Limited

ClearView Wealth Limited is an Australian financial services company specialising in life insurance, wealth management and financial planning solutions. ClearView manages \$3 billion of client assets, has in force premiums of \$41 million and financial planners across Australia. www.clearview.com.au

About JOOB

JOOB helps businesses innovate by designing, mobilising and modernising business systems. The JOOB Mobile Platform was a finalist in the 2011 Microsoft TechEd North America awards for strategic importance to market, competitive advantage and value for customers. JOOB is a Jade Software business, with more than 3,000 customers in 80 countries including some of the world's best known financial institutions, utilities, logistics companies and government agencies. www.joobworld.com; www.jadeworld.com

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