



## Media release

25 June 2007

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On 1 June 2007, Plum launched its first Podcast version of Plum's monthly member email newsletter – Mail2Me.

According to Plum's Managing Director Mike Fitzsimons, podcasting is just one of the technological improvements Plum plans to roll out to its members and clients this year.

'At Plum we are always looking for better and easier ways for our clients and members to do business with us,' Mr Fitzsimons said.

'We have developed our education program so it is applicable to all of our members, and that means from generations both young and old. By offering our members a choice of communications channels that appeal to them, they are more likely to access our information and therefore be more financially aware.

'Podcasting is just one of many new mediums we plan to trial and will hold particular appeal to the tech savvy younger generations.'

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'We also appreciate that people have very busy lives and technology can help give our members more time to do the things that matter – spending time with their family and friends.'

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more

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The Mail2Me newsletter contains informative information each month, giving members tips around super and educating them on upcoming changes or items of interest.

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**Further information:**

For more information on the podcasting, photos or an interview with Mike Fitzsimons please contact:  
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**About Plum**

Plum Financial Services Limited ABN 35 081 812 731 AFSL 243356, a wholly owned subsidiary of MLC Limited, provides integrated superannuation solutions for medium to large Australian corporations. Purpose-built for the era of member investment choice, Plum's philosophy is about providing members with a meaningful education experience to help build their knowledge and understanding of superannuation so that they are empowered to manage their financial future.

One of Australia's fastest growing corporate superannuation providers, Plum now administers more than \$9 billion of committed assets for 82 clients and approximately 125,000 members. More information about Plum is available at [www.plum.com.au](http://www.plum.com.au).

**Note:** An interest in the Plum Superannuation Fund (Fund) RSE R1056945 is issued by the PFS Nominees Pty Ltd (Trustee) ABN 16 082 026 480, AFSL 243357 RSE L0002912. The Fund administrator is Plum Financial Services Limited (Plum) ABN 35 081 812 731 AFSL 243356. This material has been prepared by Plum and it contains information that is general in nature. The information does not take into account your objectives, financial situation or needs. Before acting on the information you should consider whether it is appropriate having regard to your personal circumstances. Plum recommends that you consider the Fund's Product Disclosure Statement (PDS) before you make any decisions about your superannuation. If you need help in making a decision Plum recommends that you seek advice from a qualified financial planner. Neither Plum, the Trustee, nor any other company in the National Australia Bank Group accepts liability whatsoever for any decision that is made on the basis of or in reliance of the information contained in this material. To obtain a copy of the Fund's PDS please call a Plum Member Services Consultant on **1300 55 7586**. Please note that the information contained in this material is current as at June 2007. Any changes in law or policy have not been incorporated.

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