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**InvestorInfo Limited (ASX:INV) relaunches
Independent Financial Advisor, launches *Master
Funds Quarterly***

Sydney – Leading investment industry information provider, InvestorInfo Limited (ASX:INV), today relaunched its popular magazine targeting the financial planning industry as *Independent Financial Advisor* – a move that places the publication at the heart of a vibrant niche and positions the title as dedicated to the success of financial planning practices.

“The magazine, formerly known as *Investor’s Advisor*, will incorporate expanded practice management coverage, including new columns and a reinvigorated focus on management, transition, technical and administrative best thinking,” InvestorInfo Managing Director, Greg Bright, said.

“There will also be dedicated sections for commentary on planning and investment strategies to better bookmark this important content and ensure financial planners give their clients the best possible advice,” he added

InvestorInfo also announced the launch of *Master Funds Quarterly*, a magazine for the exciting and rapidly growing master funds sector. Master funds, which are packaged investment products offering numerous investment options under the one administrative umbrella, represent one of the fastest growing segments of both the institutional and retail markets.

Amanda White, the former editor of InvestorInfo’s institutional investment industry bible, *Investor Weekly*, has rejoined the company from maternity leave to edit the new title.

“*Master Funds Quarterly* will be distributed to both corporate superannuation funds – which are looking to roll their members into master funds - and financial planners, many of whom invest their clients assets into these technically savvy and innovative products,” White said.

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Master Funds Quarterly will include sections covering investments, financial planning strategies using both master funds and other administration platforms like wrap accounts, technological and administrative developments, issues for superannuation funds, and funds flow data highlighting the industry's winners and losers.

“This is an exciting development for InvestorInfo, giving us access to the mezzanine market that sits between the institutional investment industry, into which *Investor Weekly* is distributed, and the retail industry, which is serviced by *Independent Financial Advisor*. We already have substantial commitments from advertisers and expect *Master Funds Quarterly* to add significantly to our bottom line,” Bright said.

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