



11 August 2011

CHRIS CATON TO HIT AIRWAVES FOLLOWING RECORD INVESTOR INTEREST

BT Financial Group, one of the country's largest wealth managers, will commence a one-off television advertising campaign from tomorrow [eds: Friday] aimed at reassuring investors after an extraordinary week on the global share markets.

Dr Chris Caton, BT Financial Group's long-time chief economist, will front the television ads.

BT Financial Group has seen the highest-ever call volumes in its contact centre in the past week peaking at 11,000 calls on Monday and surpassing the number of calls received during the global financial crisis, as investors and super members sought the latest information and insights.

BT Financial Group has more than 1.6 million investors.

Dr Caton said unprecedented interest from investors had prompted the move.

"The Australia stock market has been caught up in an international crisis of confidence. Investors are wondering when this roller coaster ride will end," Dr Caton says in the television advertisement.

Dr Caton says in the short term it's highly likely there will be more volatility – but adds that history shows the markets always have recovered.

"It's normal to want to do something as a reaction to big changes in the market. The most important thing for investors is to gather facts and not make knee jerk moves based on panic."

Investors can find more information at bt.com.au, call 1800 104 800 or speak to their financial adviser.

Ends

Further information:

Chris Caton, Chief Economist, 0419 746 733

Coran Lill, Senior Media Relations Manager, 0468 963 068