



MEDIA RELEASE

Class Leading Solutions announces business alliance with Zenith

Thursday March 19, 2009. Specialist financial services business improvement consultancy Class Leading Solutions (CLS) Executive Manager Kurt Smyth has announced that it has been appointed by Melbourne based boutique investment research provider Zenith Investment Partners (Zenith) as its sales and marketing partner.

Zenith has been experiencing significant client growth and is keen to capitalize on its industry position and reputation with sales, marketing and promotional strategies that will further enhance its standing in the financial planning sector.

Commenting on the new alliance, Kurt Smyth said, “CLS provides a unique and compelling marketplace offering by identifying *‘best of breed’* solutions that enables clients to raise their business profile and successfully and efficiently connect with clients and alliance partners.”

“We are excited to announce this business relationship with Zenith, as they provide a unique fund research solution and their business model, longevity, stability and experience of the research team together with their commitment to the advice industry sets them apart from competitors.”

Since its inception, CLS has worked closely with a growing number of advisers and licensees to refine their operational framework and position their practices for future growth – and portfolio construction and ongoing portfolio management to significantly improve client outcomes continues to be a high priority for practice managers and dealer group principals.

Kurt Smyth continued, “We have followed Zenith’s remarkable growth and progress are impressed with their extensive track record in research and model portfolio construction and delivery.”

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“Together with CLS’s extensive industry insight and experience – but in particular our intimate understanding and personal knowledge of practice and licensee operational issues and challenges – we will provide Zenith with the strategies required to achieve their long term business goals.”

CLS is working closely with Zenith in product and service initiatives that will build on the delivery of overall solutions that can be integrated into the advice process, and address the growing demand for accessibility to high quality research services by boutique licensees.

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Issued by Class Leading Solutions Pty Ltd

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Pictured below: Standing: from left – Zenith Director David Smythe, Zenith Associate Director Glen Franklin, Zenith Director Ben Davis and CLS Executive Peter Estcourt

Seated: from left – Zenith Director David Wright and CLS Executive Manager Kurt Smyth

