

30 November 2009

Moneyfacts.co.uk announces its new and improved website

Moneyfacts.co.uk has today relaunched its comparison website, making it even easier for consumers to compare financial products.

Consumers can continue to access the independent product details that they expect from Moneyfacts.co.uk, but enhancements to the site improve the customer journey, so that in no time at all they can find the most suitable product for their needs.

Our Best Buys continue to show the true best deals on the market, but the new 'compare' functions allows consumers to select up to three products at a time that they can assess in more detail.

If they can't find a suitable product in the Best Buys, our user friendly search will offer them a large selection of the most suitable products, just by answering a few simple questions.

Each product section also has a range of guides and useful tips so consumers can learn more about the different types of products on the market and why each one may or may not be suitable for them.

For those that like to keep abreast of the latest goings on in the world of finance, just head to our news section, where you can find not only the latest industry announcements, but also in-depth analysis of the products Moneyfacts.co.uk has awarded either four or five stars.

Caroline Bridges, Head of Research and Online Sales at Moneyfacts.co.uk commented:

"Moneyfacts.co.uk is proud of its heritage for providing independent and unbiased product details and this remains at the core of what we do.

"We know that searching for the best product can be a real headache, so we have designed the site to help customers get to the right answer for them as quickly as possible.

"New additions to the site, such as the 'compare' facility, mean consumers can obtain more than the basic details for the products that they want to apply for, so they can be confident in their selection.

"Even if you're not in the market for a new financial product at present, you will find the site invaluable, with tips and guides to the different products on the market as well as updates on the latest stories and announcements across the finance world.

"The changes we have made make it a lot easier to navigate the complex world of finance, and we hope visitors both new and old agree with us."

About Moneyfacts.co.uk

Moneyfacts.co.uk is the UK's leading **independent** provider of personal finance information. For the last 21 years, Moneyfacts' information has been the key driver behind many personal finance decisions, from the Treasury and the Bank of England to the high street.

Our increasingly popular consumer website www.moneyfacts.co.uk **helps customers make better financial decisions** and gives them the ability to check the latest best buy products and to search the **whole market** for products that suit their individual circumstances.

Moneyfacts.co.uk also supplies best buy charts to many of the UK national and regional newspapers, with a total weekly readership in excess of 22,000,000. Moneyfacts.co.uk also provides the personal finance data that powers many UK online comparison websites.

Our dedicated research experts produce three monthly publications as well as providing real time news and data services to the majority of banks and building societies. Additional information can be found at www.moneyfactsgroup.co.uk.

Contact us...

Looking for extra comment, a chart or more information, then please give us a call. We are always more than happy to help.

Press Office	Darren Cook Head of Press & PR Michelle Slade Press Officer Louise Holmes Press Officer/Administrator	01603 476207 dcook@moneyfacts.co.uk 01603 476454 msslade@moneyfacts.co.uk 01603 476204 lholfmes@moneyfacts.co.uk
	Darren Cook Head of Press & PR Michelle Slade Press Officer	07803 899935 07803 145643
	Out of hours	
Follow us at: http://twitter.com/MoneyfactsPress An ISDN line is available for broadcast: 01603 230551		