

## IG Markets Save Clients Over A\$1 Million

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- Innovative Price Improvement technology saving IG Markets' clients money
- Over A\$1,000,000 saved in first half of year
- PureDeal acclaimed for best platform features~

Clients of CFD trading (<http://www.igmarkets.com.au/>) company IG Markets, Australia's number one CFD provider\*, have collectively saved over A\$1,000,000 in recent months thanks to the company's innovative Price Improvement technology as clients may receive a better order price when they place a trade. Over the past few months there has been a marked increase in volatility. During these times, prices can fluctuate very quickly and should this be in the client's favour then the savings may be passed on immediately, avoiding the need for re-quotes.

Consider the scenario where you're looking to place a CFD (<http://www.igmarkets.com.au/>) trade on a major forex pair – AUD/USD. Upon reports from China that their domestic consumption will continue to grow strongly in the second-half of 2010, you believe the Australian dollar will strengthen against the US dollar. IG Markets is quoting AUD/USD at 0.8836/0.8837, so you place an order to buy at 0.8837. As your forex transaction is processed through PureDeal, the AUD/USD buy price rapidly falls to 0.8831 – a six pip move in your favour. Normally you'd be unable to take advantage of this lower buy level. However, with PureDeal, any price improvement available is automatically detected. Rather than re quoting the order at the new price, as the move is in your favour the deal is struck and your deal ticket will reflect the savings made. In this example, your deal confirmation will show your trade was executed at the more favourable buy price of 0.8831.

In addition to Price Improvement technology, PureDeal is well known for its browser-based technology, pro-level charting package, risk management tools, customisation options, one-click dealing and easy-to-build watchlists. It can be accessed either via an internet browser running on a Mac or PC, or over a wide range of mobile devices such as smartphones, PDAs, BlackBerrys and the iPhone.

Recently IG Markets has been acclaimed for its trading platforms features. As independently researched by Investment Trends in 2010, IG Markets achieved the highest satisfaction rating for the range of features available on its PureDeal platform~.

### About IG Markets

IG Markets specialises in financial derivatives, principally Contracts for Difference (CFDs) on over 7,000 global share CFDs, along with indices, forex trading (<http://www.igmarkets.com.au/cfd/forex.html>), commodities, options, binaries and more. IG Markets is part of the IG Group, a UK FTSE 250 member with over 75,000 active clients worldwide. For further information please call 1800 601 799.

\*29% of CFD traders choose IG Markets as their main provider vs. 20% for the next largest provider - Investment Trends May 2010 CFD Report.

~Results from Investment Trends May 2010 Australia CFD Report, based on ratings given by 2,600 CFD clients

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