

## MEDIA RELEASE

---

24 March 2006

### **CHALLENGER NAMED 2005 ANNUITY PROVIDER OF THE YEAR**

24 March 2006, Sydney - Challenger Financial Services Group Limited today announced it has been named 2005 Annuity Provider of the Year by Plan For Life.

Challenger's General Manager of Distribution, David Asplin said Challenger was delighted with the win: "This win confirms Challenger as one of the best of breed annuity providers in the market. We are particularly pleased that Plan For Life recognised Challenger's financial strength, competitive rates and value added services to financial planners.

Mr Asplin continued: "Challenger continues to see demand for annuities and annuity style products. We put significant effort into educating the market on the real value that can be attained through the strategic use of these investments. Our Technical Services team will be undertaking a national roadshow in the next couple of months."

*ENDS*



**ANNUITY PROVIDER OF THE YEAR 2005**