



Professional Investment Holdings Ltd

25 June 2010

NOTIFICATION

This Notification is prepared pursuant to section 675(1) of the *Corporations Act*.

Professional Investment Holdings Limited appoints CEO for Professional Investment Services

The Board of Professional Investment Holdings (PIH) has announced the appointment of David Johnstone as CEO for its principal subsidiary company, Professional Investment Services (PIS).

Professional Investment Services is Australia's leading independently-owned financial adviser network.

Mr Johnstone has more than 25 years business experience including the roles of CEO of Bartercard Australia Ltd and Group General Manager at PR Finance Group Limited.

Prior to this appointment, David worked for 10 months as a consultant to the business and has been instrumental in PIH's proposed merger with ASX-listed Centrepoint Alliance Limited and finalising the business relationship with CUA.

The PIH Board has appointed a CEO for PIS to achieve greater focus on and control of the Group's largest subsidiary company through a dedicated senior executive based at head office. The appointment of a CEO for the PIS AFSL is consistent with all other PIH subsidiaries that operate under the guidance of a CEO, Managing Director or General Manager.

PIH CEO Robbie Bennetts and Managing Director Grahame Evans will remain in their current positions. Mr Bennetts will concentrate on the three-year business plan of developing and realising emerging growth opportunities for the Group. Mr Johnstone will report to Grahame Evans, Group Managing Director, who will continue to focus on managing the operations and performance of the PIH Group. Mr Johnstone will focus on horizon one - managing the operations and performance of the PIS business to maximise value.

PIH CEO Robbie Bennetts said, "We recruited both internally and externally and David was the standout candidate for this important role.

"David's appointment gives PIS strong operational leadership and provides both Grahame Evans and myself more time to focus on the future growth and profitability of the Group."

Signed

Lisa Sawyer

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Company secretary

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