



MoneyNet Takes Finance Personally

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Consumer research website, [moneynet.co.uk](http://www.moneynet.co.uk), offers personal finance information expertise by publishing its sixth product guide: family finance.

PR9.NET June 30, 2005 - MoneyNet, the personal finance specialist, is expanding its range of product guides to include financial lifestyle information to appeal to families, students and other consumer markets. MoneyNet, the most established consumer research website in the UK has taken the initiative in response to concerns that consumers are becoming alienated by complex finance information.

The family finance guide is the sixth publication to be released by moneynet and initially incorporates two sections, with the intention of future content expansion. The first section covers financial basics for parents, with a summary on the financial resources that are available to families, including Child Benefit, Statutory Maternity Pay, Child Tax Credits, Child Trust Funds and the Education Maintenance Allowance. The second section offers some suggestions to parents who wish to encourage their children to become financially aware and responsible with money.

The family finance guide will be extended later this year to encompass issues such as the financial practicalities of bereavement, inheritance tax, financial protection for the family, planning your child's education, and divorce.

With increasing pressure on personal finance product providers to present more transparent information for consumers, companies which proactively seek a more positive interaction with customers are welcomed by the public. In terms of managing customer expectations online, moneynet can appreciate the increase in internet users going online to research and manage their money #, whilst acknowledging the fact that most consumers have yet to feel comfortable with their finances. Credit Action reported in May this year that half the people who take out credit in shops, had not intended to do so when they left home, whilst a report published by Cambridge University allegedly revealed that nine million Britons suffer from financial phobia. These factors secure moneynet as a highly relevant tool to assist consumers with their financial homework.

MoneyNet has been championing greater access to financial product information for consumers since 1997. The company hopes that information which is based on a 'stage of life', as well as encompassing technical details about a particular product, will be more accessible to visitors, encouraging them to seek the best deal for their loan, mortgage, credit card and insurance.

Richard Brown, Chief Executive of MoneyNet said of the guides, "since 1997 moneynet has been at the forefront of the move to make financial information more accessible to the consumer. As the first personal finance website in the UK to publish inter-active and comprehensive data on the UK personal finance market we have always believed that the consumer should be better informed. Our latest guides will add to the existing library and help to further educate our users, making them better positioned to challenge the product providers."

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Bigmouthmedia the UK's leading search marketing agency, specialises in search engine optimisation (optimization) and search engine marketing, offering specific services in organic search, paid search (PPC) and link strategy (online PR).

<http://www.bigmouthmedia.com/>

About MoneyNet

MoneyNet.co.uk is the UK's most established personal finance research and data website. The company offers consumers a wide range of low cost financial products: from mortgages and personal loans; to car, home and medical insurance; credit cards; savings accounts and best-buy fixed rate products. MoneyNet.co.uk is an ethical, impartial and comprehensive source of consumer finance information, covering the whole of the personal finance sector.

MoneyNet was founded in 1997 by Chief Executive Richard Brown to simplify the personal finance market and provide consumers with impartial and interactive information on financial products and services.

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