

6 July 2010

Australian Stock Exchange
Continuous Disclosure Area

Via: E Lodgement

Media Release – Investment Advisory Group

Please find attached a media released that will be issued by the Company today.

Yours faithfully



Reema Ramswarup
Company Secretary



MEDIA RELEASE

Continuing volatility needs active management; says Premium Investors

Premium Investors Limited announces new investment advisory group.

Sydney: 6 July 2010

Premium Investors Limited (ASX:PRV) working in conjunction with Treasury Group, has announced the creation of an investment advisory group to advise Premium's investment allocations.

Managing Director of Treasury Group, Mark Burgess said that economic volatility was set to continue and that an active approach to asset allocation would be required to generate above market returns.

"ASX listed investment company (LIC) Premium Investors gives small investors access to our boutique investment managers. The committee will act as an advisor, providing economic and market outlook, which will drive the allocation of Premium funds," he said.

"We believe that economic cycles have become more volatile and that this requires more active selection between investment managers, currency exposure, Australian and international assets and cash. Premium's investment target of conservative consistent performance – remains in place."

Treasury Group Investment Services is the appointed Investment Manager of Premium Investors.

The investment advisory group includes Mr Burgess, economist and AFR columnist, David Bassanese and Investors Mutual (IML) Equity Strategist, Paul Winter.

Mr Burgess said; "We are extremely excited to have David Bassanese join our team. David is an outstanding economist currently writing for the AFR and having previously worked for Macquarie Bank and Bankers Trust. He brings a depth of experience, insight and global view which is rare in the Australian market."

"We are also pleased to announce that shareholders and other investors will be able to gain access to the views of the advisory committee through our website and materials. This could be a valuable source of investment views for shareholders and future shareholders"

About the Advisory Group Members:

Mark Burgess joined Treasury Group in October 2008. Prior to joining the Company, Mr Burgess worked at Credit Suisse Asset Management as Executive Vice Chairman and CEO for Europe, Middle East & Africa. He was Global Head of Equities and Multi-Asset Products at Credit Suisse AM.





Paul Winter is the Equity Strategist at Investors Mutual Limited and has followed the equity markets for twelve years. His areas of expertise include equity strategy, portfolio strategy and quantitative analysis. Prior to joining Investors Mutual, Paul held positions at Bear Stearns International Limited, Citigroup and Dresdner Kleinwort Benson. Paul has an MBA from the Brisbane Graduate School of Business.

David Bassanese is managing director of investment consultancy PennyWise Investment, and his regular "Bassanese" column appears in the Australian Financial Review. He is a former Federal Treasury official, economist with the Organisation for Economic Cooperation and Development, and interest-rate strategist with Bankers Trust and Macquarie Bank. He holds a Masters in Public Policy from Harvard University.

MEDIA CONTACT

Christine Harris
Financial Media Connections
0414 621163
Christine@finmc.com.au