

# EXCHANGE

THE MAGAZINE OF THE *London* STOCK EXCHANGE ISSUE 6 JULY 1999 £2.95



GET YOUR SHARE  
OF GREAT BRITISH  
COMPANIES

BE AWARE  
OF THE LONDON STOCK EXCHANGE

## High hopes

Challenges for UK hi-tech

## Centre of operations

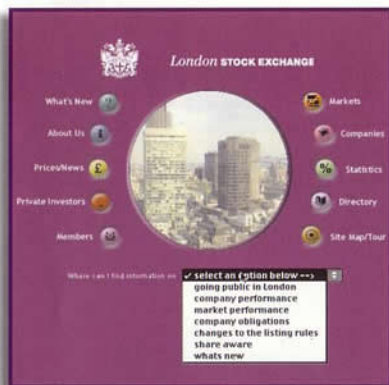
The back office leaps forward

## First-class ticket

Rail powers ahead

# Budding opportunity

The campaign to raise awareness of share investment



The new website provides information on all aspects of the London Stock Exchange

## Exchange on the web

**THE LONDON** Stock Exchange has a new website, making it easier to find out about the stock market. The site can be accessed on [www.londonstockexchange.com](http://www.londonstockexchange.com). The home page screen consists of 10 starting-point buttons, which offer users access to a wide spread of information. These are:

- **What's New?** for the latest updates
- **About Us:** provides information about the Exchange, its markets and useful contacts
- **Prices/News:** gives links to the Exchange's Share Aware vendor sites providing share prices and company news
- **Private Investors:** learn about share ownership and

how to go about buying and selling shares, plus information on the 1999 'Share Aware' campaign

- **Members:** a list of member firms
- **Markets:** more information about the Exchange's markets
- **Companies:** a complete list of companies whose shares are traded on the London Stock Exchange
- **Statistics:** useful facts and figures on the London markets
- **Directory:** gives links to other useful sites
- **Site Map/Tour:** a map of the entire site, plus tailored guided tours.

The Exchange believes the new site will prove useful to market professionals and novices alike.

# Growing share awareness

Star gardener Charlie Dimmock ensures the new Share Aware campaign gets off to a colourful start.

**TV CELEBRITY** Charlie Dimmock has done more than most people to raise the public's interest in things horticultural. And now the London Stock Exchange is hoping she can do the same for shares.

Charlie launched this year's Share Aware campaign at a photo-shoot in London on 1 June, getting the programme off to a great start. Charlie is a natural choice to publicise Share Aware 1999. As a spokesperson for the Exchange said: "Like gardening, share ownership is a long-term commitment – and rewards patience and careful nurturing with good returns over time."

This is the second year of the campaign, an initiative on the part of the Exchange to encourage more people to invest in shares, whether directly or indirectly, as part of their long-term savings.

There are compelling statistics behind the drive, chief among them being that, over the last 10 years, shares have outperformed most other forms of investment. This fact is being reinforced by a series of advertisements in national newspapers and at mainline railway stations under the headline: "The bottom line is shares can perform better". The campaign is backed by a wide range of stockbrokers and quoted

companies, including BP Amoco, British Aerospace, BT, Legal & General and Tottenham Hotspur.

The regional leg of last year's Share Aware campaign centred on Leeds and was generally judged to be a great success in fostering a positive view of share ownership. This year's programme is in two parts: a week-long series of events in and around Birmingham and Leicester, followed by a similar initiative in Scotland during the autumn.

