



Media Release

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ANZ picks up two awards for innovation

ANZ has today received CANSTAR CANNEX Innovation Excellence Awards for two of its latest market leading products, the ANZ Online Investment Account and SmartyPig.

ANZ's products are two of only six recognised as the first of their kind in the CANSTAR CANNEX Banking category and chosen from hundreds of banking products and services introduced in the past 12 months¹.

ANZ Chief Executive Officer Australia Brian Hartzler said: "We are delighted to have received recognition from the industry for two of our newest products because it means we are continuing to deliver More Convenient Banking for our customers.

"Even in a slowing economy, it is essential we continue to innovate because this helps us improve what we can offer customers in this rapidly changing industry," Mr Hartzler said.

Mr Hartzler said both the Online Investment Account and SmartyPig have led the market as the first accounts of their kind in Australia and helped provide more convenient and simple banking.

Labelled by CANSTAR CANNEX as a product with the potential to revolutionise investing, the ANZ Online Investment Account is a sharemarket investment account operated through ANZ Internet Banking. Launched in November 2008, the ANZ Online Investment Account has created a completely new product category for people who want to do more with their money and access a quality investment using the convenience and simplicity of internet banking.

"The ANZ Online Investment Account is proving to be attractive to a wide range of customers, from those who are new to investing and looking for a way to get started, right through to experienced investors who value convenience and simplicity with their long-term investing goals," Mr Hartzler said.

SmartyPig, launched in December 2008, is Australia's first online savings account that uses Web 2.0 banking technology to enable family and friends to securely contribute to people's savings goals through the Australian SmartyPig website or via social networks like Facebook and MySpace.

The SmartyPig account is set up to help customers save for a specific goal and tracks their progress, providing electronic updates as they reach major milestones. As SmartyPig customers reach their savings goals they can also receive "value boosts" of between 4% and 8% from a range of major retailers in addition to the competitive interest rate of 4%.

To find out more, visit [ANZ Online Investment Account](#) and [SmartyPig](#).

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¹ Financial services research group CANSTAR CANNEX Innovation Excellence Awards 2009. Fifty finalists were selected from hundreds introduced by banks and insurance companies in the past 12 months. This short list of products was then researched, compared and rated to determine the eventual innovative winners.