

Media Release

29 October 2009

Appointment to the Board of Bell Financial Group Ltd (ASX: BFG)

Bell Financial Group Ltd (BFG) is pleased to announce the appointment of Mr Brian Wilson as a non-executive Director of the company.

Colin Bell, Executive Chairman of Bell Financial Group said, "We are delighted that Brian has agreed to join the Group. He has been a highly successful investment banker and brings with him a wealth of experience.

"Brian already knows the BFG business very well, having played a lead role in our December 2007 ASX listing and the acquisition of Southern Cross Equities."

Brian Wilson said, "I'm pleased to be able to continue my association with BFG. The Group continues to expand its reach in the Australian market place and I'm looking forward to being able to be part of that growth."

Mr Wilson retired in 2009 as a Managing Director of the global investment bank Lazard, after co-founding the firm in Australia in 2004. In his 33 year career as an investment banker he specialised in corporate financial advice, advising on public company takeovers, reconstructions, debt and equity raisings and acting as financial adviser to many of Australia's top 150 listed companies.

Prior to joining Lazard, he was a Vice Chairman and co-Head of Mergers and Acquisitions at Citigroup Australia and previously a director and co-Head of Investment Banking at Schrodgers Australia, a principal of Lloyds Corporate Advisory Services and a Director of Bank of America Australia.

About Bell Financial Group

Bell Financial Group Ltd (www.bellfg.com.au, ASX: BFG) wholly owns Bell Potter Securities Limited (BPS), Bell Potter Capital Limited and Southern Cross Equities Limited (SCE) and has a 36% stake in online broker Bell Direct. BFG is one of Australia's leading full service stock broking and financial advisory firms with a strong track record of providing high quality, professional advice to private, institutional and corporate investors. The business has 320 private client advisers, 13 offices nationally, one of the largest distribution networks in Australia and an office in London. UBS, one of the world's largest investment banks, owns 17.4% of Bell Financial Group and provides access to first-class research and equity capital market flows.

Bell Potter Securities Limited has focused on establishing a large, loyal and experienced national network of client advisers, whom BPS supports with quality products, research, robust operating systems, a well-recognised brand and an experienced management team. BPS also incorporates Bell FX, the futures and foreign exchange business and Bell Commodities, purchased as part of the BFG listing in December 2007.

Bell Potter Capital Limited issues and manages the Group's in-house margin lending and cash products.

Southern Cross Equities Limited is one of Australia's leading independent wholesale stockbrokers and emerging investment groups delivering tailored services to corporations, institutions and high net worth clients.

Bell Direct is Australia's latest, most cost-effective and innovative online broker. Bell Direct provides online broking services for both the retail and wholesale markets.

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