

December 31, 2010

Name Change

Re: Challenger Financial Services - Name Change to - Challenger Limited

Please be advised that Challenger Financial Services announced a name change to Challenger Limited.

The following identifier(s) have been assigned.

The effective date for the changes will be Dec 31, 2010.

DR holders need not take any action. Existing DR certificates will assume the new parameters and will not be subject to a mandatory exchange.

To learn more about Depositary Receipts and issuer programs, please contact our marketing desks:

New York

Jason Smith

Vice President

+1 212 815-3874

jason.smith@bnymellon.com

London

Damon Rowan

Vice President

+44 207 964 6527

damon.rowan@bnymellon.com

Hong Kong

Joe Oakenfold

Vice President

+852 2 840 9717

joe.oakenfold@bnymellon.com

This information and data is provided for general purposes only; it is not investment advice and should not be used for any investment decisions nor trading purposes. BNY Mellon does not warrant or guarantee the accuracy, timeliness or completeness of this announcement and shall have no liability for investment or other decisions based hereon, including market values loss on the sales or purchase of securities or other instruments or obligations. We do not undertake any obligation to update or amend this information or data. Nothing herein shall be deemed to constitute an offer to sell or a solicitation of an offer to buy securities.