

**PRESS RELEASE**

**Sugababes Come Trading**

4<sup>th</sup> November 2009, City of London

Sugababes Heidi Range and Jade Ewen spent Wednesday afternoon on the trading floor with City of London Institutional Dealing and Wealth Management firm Eden Financial.

Eden held its third annual charity trading day and with help from Heidi and Jade, together with Dave Berry, Tom Chambers, Carlos Cudicini, Nikki Sanderson, Lawrence Dallaglio, Jason Leonard and Zin Zan Brooke, raised a fantastic £389,553. In the past three years, Eden has raised £1.1million on its charity days.

Eden pledged all fees and commissions to be split between the six nominated charities: DeBRA; Demelza Hospice; Help for Heroes; Myeloma UK; SANDS; and Starlight.

David Bearman, Chief Executive Officer of Eden Financial said *"It is a great privilege to be able to hold our third annual charity day. Thanks to the generosity of all our clients and friends, we are delighted with the amount we raised for these six amazing charities, who do some truly incredible work."*

Ends.

**Note to Editors**

Eden Financial, based in the City of London, offers institutional and private clients independent brokerage and asset management. Eden's Pan European Equities dealing division provides services to global institutions, hedge funds and investment banks. The Private Client Wealth Management division serves the needs of high net worth individuals, families, pension funds and non-profit organisations.

Eden Financial Limited is Authorised and Regulated by the Financial Services Authority and is a member of the London Stock Exchange.

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