

11 June 2007

With Father's Day coming, there are ways to avoid 'repetitive gift syndrome' and put a new twist on the same old aftershave, beer, football and even ties

Another June, another Father's Day, another tie for dad. Most Father's Day gifts remain predictable with stores putting on their typical displays of beer, aftershave, gadgets and drills as potential presents to wow your father.

Share dealing specialist Alliance Trust says that there are ways you can ditch the tired Father's Day formula but still match your dad's hobbies and interests.

Claudia Philips, Managing Director of Investment Dealing, says, "Many of us are guilty of giving our dad the same old presents every year without thinking whether he wants another tie, aftershave or bottle of malt. Using your imagination, you can put a twist on the old favourites if you give him shares. With online share dealing, this does not have to take long because services are faster than ever. Whether your dad likes beer, football or gadgets, you can find stocks to match – and, if you choose well, he might consider they have more lasting benefits than the usual gifts."

To give the present a personal touch, you can find market sectors that chime with your father's interests. Some sectors that cover the most popular Father's Day ideas are:

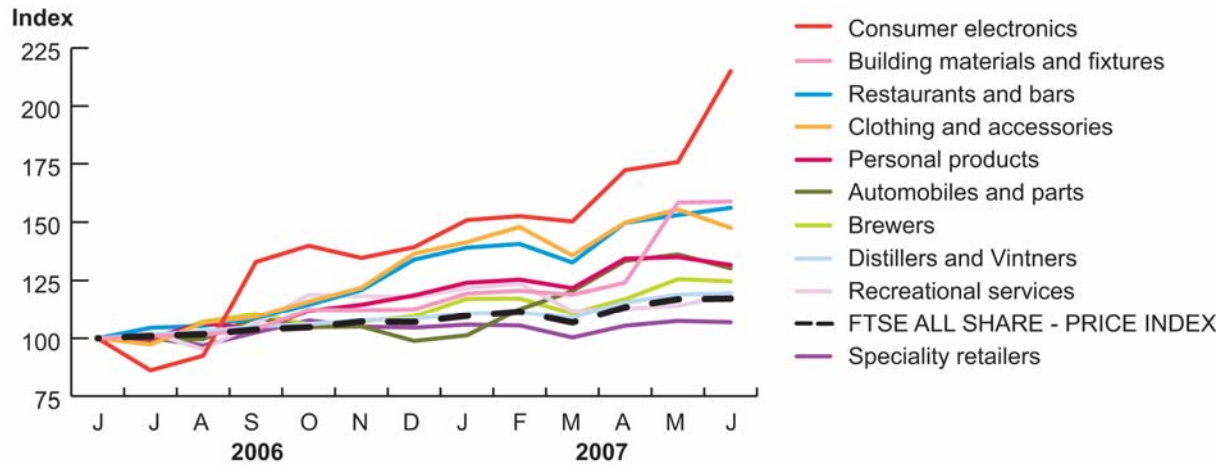
Gift ideas	Stock market sector
Aftershave	Personal products
Beer	Brewers
Books/CDs	Specialty retailers
Cars	Automobiles and parts
DIY/Gardening	Building materials and fixtures
Football clubs	Recreational services
Gadgets	Consumer electronics
Going out for dinner	Restaurants and bars
Ties	Clothing and accessories
Wine/Whisky	Distillers and Vintners

Claudia Philips said, "You have to take the risks of investing seriously but you shouldn't forget that choosing a stock can be fun too. The chart below tracks how some sectors that fit with popular Father's Day gift

choices have done since last June. It shows that shares can go down as well as up, and you could lose some or all of your capital, so it is worth taking time to check out a share before you buy.”

“If you’d like to give your dad a gift that fits with his interests and hobbies you should do some research into the different options. It’s easy and convenient to do this using online company data and research tools such as the ones we provide for free to our online share dealing customers. These mean you can look up shares from your office or your home any time because it’s a 24/7 service.”

Sector performance since June 2006* (5 June 2006 = 100)



Source: Datastream

*Prices have been rebased so all sectors start at 100 on this index on June 5, 2006 and run for one year.

You can open an Investment Plan with Alliance Trust and invest from as little as £50. You may hold the Plan in your own name and designate it to someone else. This means you have full ownership and the plan remains yours to use as you see fit. Past performance is not a guide to future performance. If you are unsure if an Alliance Trust plan is suitable for you, seek advice from a financial adviser particularly as there may be tax implications.

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Notes to editors

1. Alliance Trust is the brand name of Alliance Trust Savings, a financial services company that offers investment dealing, self-invested personal pensions and a choice of investment wrappers. Alliance Trust Savings and its subsidiaries administer nearly £4.8bn on behalf of more than 44,000 customers (as at 31 January 2007). Alliance Trust Savings is a wholly-owned subsidiary of Alliance Trust PLC.
2. Photographs of Claudia Philips are available.

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