



Unlike
many
companies,
we
actually
listened.

We invite you to
come and visit the
new [fidelity.ca](http://www.fidelity.ca) site.

We think it's going to make a world of
difference in terms of just how easy
and informative it will be for Fidelity
investors, advisors and visitors alike
to make the most of their time
on-line with us.

Come and see for yourself.
<http://www.fidelity.ca>



Like many
companies,
we asked our
clients what we
could do to
enhance their
experience
with our
web site...



We're very excited about the upcoming launch of our new and improved web site, and for a lot of good reasons.

Like any company who uses the internet to communicate with, inform and service their clients, we find that the internet landscape is changing in tandem with the growth of our information base. So the need to streamline and simplify navigability and enhance usability on our site is a constant challenge.



To this end we have recently performed a major overhaul of the look and feel of our site.

The net result is a new fidelity.ca, which will feature a new design, as well as being more informative, simpler and easier for our clients and other visitors to use. This simplicity and ease of use will be most obviously appreciated in a number of different areas of the site, including:

An improved navigation system, which allows visitors to access the information they're looking for directly from the home page, with a single click. This eliminates the need to wade through multiple menus in order access the data they seek.

A highly functional and information oriented home page: which can be customized to provide users with specific funds information preferences.

New search functionality: Now, from the home page, users can search all the different areas of the site for the specific information they need, quickly and easily.



For financial advisors, we have incorporated a number of different functions which will make the new fidelity.ca site much more useful and expedient. These include:

A simplified login process: A special drop-down option allows advisors to easily store First IDs and manage multiple log-ins with a simple mouse click.

Password reset: Passwords can now re-set directly, online, eliminating the need to go to customer service.

Improved client information services: which allows advisors to search clients records based on: holdings, account type or fund type. The site also provides advisors access to Pre-Authorized chequing purchases as well as Systematic Withdrawal Information.

While there is a lot that's new and exciting about the new fidelity.ca, we're also pleased to report that all of the existing fidelity.ca benefits have remained intact.

We still provide investor tools and educational information, advanced search tools, a first rate book and client management tools, including access to 10% free amounts, effective sales tools for advisors and, of course, our extensive library of Fidelity information.