

SFE Bulletin No: 49/01

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SFE LAUNCHES NEW CORPORATE BRAND

SFE Corporation Limited (SFE) is the new name for the Sydney Futures Exchange Limited.

The rebranding is part of SFE's migration from its origins as an Australian-based futures exchange into an organisation that provides a broad range of financial products and services to customers throughout the Asia Pacific region.

The decision to change the name of Sydney Futures Exchange Limited to SFE Corporation Limited was approved by shareholders at SFE's Annual General Meeting on 15 May 2001.

Also included in the SFE Group as wholly owned subsidiaries of SFE Corporation Limited are SFE Clearing Corporation Pty Ltd and Austraclear Limited, the clearing entities known collectively as SFE Clearing, and the New Zealand Futures & Options Exchange Limited, based in Auckland.

The rebranding does not affect the interests of existing shareholders in the exempt market listed company formerly known as Sydney Futures Exchange Limited - they remain shareholders in a company now known as SFE Corporation Limited. In all respects, other than corporate renaming, it is SFE business as usual.

ENHANCEMENTS TO SFE CORPORATE COMMUNICATIONS

The company name change to SFE Corporation Limited has provided the SFE with the opportunity to substantially improve and consolidate the manner in which we communicate with our clients.

Listed below are a number of the changes that you may experience in the coming weeks:

Client Bulletins

- The various circulars/bulletins and announcements originating from the various SFE group companies have been re-named and consolidated into one format and one centralised mail address sfebulletin@sfe.com.au. This will ensure clients receive clear and timely information with no duplication.
- Austraclear Bulletins will continue to be published over Fintracs.

S F E B U L L E T I N C O N T I N U E D

- All SFE Bulletins will be published and archived on the SFE web site for easy access and dissemination.
- We are also investigating a full e-mail listing for all Austraclear clients to assist in information dissemination, in addition to the Fintracs system.

Web-sites

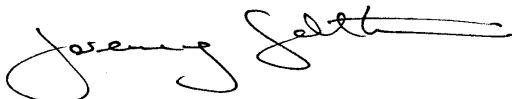
- The web-sites of the various SFE group companies have been merged into the re-branded SFE Corporation Limited site - www.sfe.com.au. These include; Sydney Futures Exchange, Austraclear and NZFOE. Clients will be re-directed from these sites to the SFE site automatically. The merging of these sites, and their respective products and services, will enable clients to easily identify those services about which they would like further information.
- SFE Bulletins will no longer be published and archived on the SFEIN site. Clients will be notified of a Bulletin and then directed to the appropriate section of the SFE website www.sfe.com.au. This will ensure that all clients will receive pertinent information at the same time.
- All additional functionality of SFEIN will remain.
- All bulletins provided over the Fintracs system will remain.

Letterheads and Fax

- All correspondence will make reference to SFE Corporation Limited, either in the letterhead or footer.

We hope these changes to our corporate communications policy assist our clients in their dealing with the SFE. Should you have any queries please feel free to contact me on 9256 0504 or jjohnston@sfe.com.au

Regards



Jeremy Johnston
General Manager, Marketing

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