

ANTHONY BOLTON FEATURES IN NEW CAMPAIGN TO HELP INVESTORS NAVIGATE THE STOCK MARKET

London, 18 September 2002 - Fidelity Investments today launches a series of educational initiatives aimed at providing investors with a voice of experience in the current market climate. Drawing on the knowledge and experience of Anthony Bolton, one of Fidelity's longest serving fund managers who has been involved in managing investors' money for over 30 years, the tools, aim to help existing and new investors adopt the best investment strategies for today's markets.

Free Guide to investment fundamentals

The first of these initiatives is a free guide to investment fundamentals where Anthony Bolton passes on his advice and lessons learnt after three decades of investing. Using case studies of investors for illustrative purposes, the guide focuses on the fundamentals of investing. These include the benefits of staying invested and why it's best to avoid market timing, sticking to your long term plans, saving on a monthly basis and understanding the opportunities created by spreading risk.

The guide concludes with some suggested investment strategies/lessons for today's markets covering broadening your horizons, investment style, bonds for balance, the strength of equity Income, the value of active management.

To receive a free copy of Fidelity's guide, investors should call **0800 41 41 71**.

Further educational initiatives will be launched over the coming weeks and months to include an on-line element. In addition, Anthony Bolton is currently heading up an advertising and marketing campaign based on the same theme.

Commenting on current market conditions and Fidelity's investment process, **Anthony Bolton said:** "The stock market is not an easy place to be at the moment. I believe it still offers excellent long-term rewards for the patient investor, but if you sell out at the wrong time it can take a large bite out of your capital. The key is to understand the cyclical nature of the stockmarket, and to remember your reasons for investing in the first place, so you can keep your nerve."

He continued, "Remember when you invest in the stock market you are likely to experience bear markets. I've seen a number in my time. Don't be shaken out at these times – particularly if the market has already been falling for some time and is down significantly from its high. Stick your long term plan."

Ann Davis, Executive Director at Fidelity Investments, said: "These tools are designed to reassure and inform the many investors that have had their faith in stock markets severely shaken recently. Our message to all these people remains clear - keep the faith. Since 1970 there have been 17 occasions on which the markets have fallen by 10% or more, yet stock market returns over this period still averaged 11.4%. We believe there is every likelihood that markets will fully recover and go on to new highs."

**Investors who would like further information can call Fidelity's
Investorline on 0800 41 41 71.**

Fidelity International Limited, which trades under the name Fidelity Investments, serves the major markets of the world by providing investment products and services to individuals and institutional investors outside the US. Together with FMR Corp of Boston, USA, Fidelity is the largest independent fund management organisation in the world with US\$921.1 billion assets under management. (Assets as at 30.6.02 include those of FMR Corp, a US company and affiliate and its subsidiaries.)

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