Press Release
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Invesco Unveils Redesigned US Website to Simplify, Customize User Experience as Part of its Long-Term Digital Strategy

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ATLANTA, March 31, 2014 – Invesco announced today the launch of a new US website, invesco.com/us. All of Invesco's US products and services — across retail and institutional — are now accessible through a single gateway.

"The goal is to offer a single point of access to Invesco's depth of investment management capabilities, while still providing a customized experience for each member of our broad retail and institutional client base," said Andrew Schlossberg, head of US Retail Distribution.

The new website is the result of months of research and usability testing by Invesco designed to:

- Simplify the user experience
- Provide more efficient access to Invesco's investment management capabilities across asset classes, products and investment vehicles
- Deliver intuitive navigation and relevant content, customized by client type
- Offer a range of online content and tools designed to help clients build portfolios that seek to meet a variety of investing needs
- Support multiple devices across desktop, tablet and mobile

The site allows users to navigate by choosing from a drop-down menu of potential audience affiliations, including individual investor, financial professional and institutions.

After selecting the appropriate audience, users are presented with customized content for that audience. They can then access information about the Invesco products most relevant to them, including mutual funds, unit trusts, PowerShares exchange-traded funds, cash management funds, closed-end funds, collective trust funds and institutional separate accounts.

"This is more than just a website redesign," Mr. Schlossberg said. "This is the capstone to a comprehensive, long-term digital strategy."

The enhancements to Invesco's overall digital strategy have included raising the profile

of Invesco's investment experts through social media (blog, Twitter and LinkedIn); launching two apps for iPad® – one for the retail marketplace, one for defined contribution; and expanding self-service tools for financial advisors, including Portfolio Illustrator℠, a new tool for creating custom portfolio proposals for clients.

Given the changing needs of investors, Invesco will continue to strengthen its digital properties through a client-centered approach in providing timely, relevant content and ongoing regular feature/functionality updates to meet a variety of investing needs.

"The pace and complexity of business in our world today continues to increase," Mr. Schlossberg said. "One way for Invesco to stay ahead of the emerging needs of our clients is through a commitment to continuously improve our digital capabilities."

About Invesco Ltd.
Invesco Ltd. is a leading independent global investment management firm, dedicated to helping investors worldwide achieve their financial objectives. By delivering the combined power of our distinctive investment management capabilities, Invesco provides a wide range of investment strategies and vehicles to our clients around the world. Operating in more than 20 countries, the firm is listed on the New York Stock Exchange under the symbol IVZ. Additional information is available at www.invesco.com.

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