



FOR IMMEDIATE RELEASE

Advent comes early for FirstAssist Insurance Services.

20th August, 2009.....FirstAssist Insurance Services has been appointed to provide white-label Accident, Sickness and Unemployment products to Advent Solutions Management Ltd to sell through their *G/Secure* branded distribution.

FirstAssist will provide short-term Income Protection and Mortgage Payment Protection Insurance. These will be branded as *G/Secure* and sold through intermediaries via Advent's *G/Secure* web based platform. Advent is also planning to sell these products direct to consumers via affiliate websites.

FirstAssist has won a five-year contract to provide the underwriting and claims capacity for new business only.

Alistair Hardie, Managing Director of Speciality Insurance, FirstAssist Insurance Services said: "We are committed to changing the face of white-label insurance, providing flexible and bespoke solutions at competitive rates. *G/Secure* is a successful and popular platform and we are delighted to be part of its future growth in partnership with Advent."

"This win further demonstrates our ability to support some of the biggest names in the protection insurance sector including British Insurance, Personal Touch Financial Services and Select & Protect. FirstAssist has ambitious growth plans and this win is a significant milestone in helping us achieve our objectives."

Paul Dunlop, Sales Director, Advent Solutions Management Ltd added: "We wanted to work with a major player with the infrastructure in place to satisfy our clients' demands, but that could tailor the products to our precise requirements. FirstAssist has a proven track record in bespoke white-label products that will appeal to mortgage brokers and financial advisers, and we look forward to working with them to further grow the *G/Secure* platform."

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Notes to editors:

FirstAssist Insurance Services

FirstAssist Insurance Services Limited (FISL) is one of the UK's leading providers of tailored, flexible white-label specialist insurance solutions and has recently been named as one of the UK's fastest growing companies in the Sunday Times 'Buyout Track 100'.

FISL has five key areas of insurance expertise: travel, protection, budget health, legal protection and small business, covering over two million people in the UK. Driven as a specialist business by an entrepreneurial, commercial management team, FISL provides a unique range of products and marketing solutions for Banks, Insurers, Affinity Organisations, Corporates, Intermediaries and SME's.

Advent Solutions Management Ltd

Advent Solutions Management Ltd is a specialist general insurance intermediary, providing insurance broking services in the areas of mechanical breakdown, asset protection, payment protection and financial guarantees. GISecure provides a suite of general insurance products for Mortgage Brokers and intermediaries.

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