

FOR IMMEDIATE RELEASE

FirstAssist Insurance Services awarded Best ASU Provider and meets growing demand for Rental Protection

25th January 2010.....FirstAssist Insurance Services has been awarded “Best ASU Provider” by Personal Touch Financial Services at their Annual Gala Dinner.

The award underpins FirstAssist’s position as a leading provider of Accident, Sickness and Unemployment (ASU) cover and is a key endorsement of the overall quality of its proposition, which it has enhanced with the launch of Rental Protection.

The product – designed specifically to cover rental payments on residential property – has been introduced in response to demand from advisers to offer tenants simple, affordable and flexible cover during this time of economic uncertainty.

Rental Protection has been added to Personal Touch’s ASU panel and FirstAssist will also be offering it to other intermediary and affinity partners. The launch strengthens FirstAssist’s proposition, which includes Mortgage Payment Protection Insurance (including a Defaqto 5 Star Rated version), Income Protection and Payment Protection Insurance.

Alistair Hardie, Managing Director of Speciality Insurance, FirstAssist Insurance Services said: “We are delighted to have been awarded Best ASU Provider by Personal Touch and would like to thank all their members who have supported us during our first year on the ASU panel.

“This award is testimony to the strength of our ASU proposition, which brings together over 20 years of expertise, a best-in-class range of modern, innovative and flexible products and a passion to work in partnership with our clients to design and quickly deliver bespoke solutions for them.

“The launch of Rental Protection cements our market-leading position and offers advisers yet more choice and flexibility in the way they access our products.

Not only are we better serving the needs of intermediaries, but we're extremely well placed to provide solutions for lenders who are struggling to fill the 'revenue gap' left following the Competition Commission announcements on PPI earlier this year."

Dev Malle, Group Sales Director at Personal Touch added: "The ASU market has been under the spotlight more than ever this year, at a time when demand for the product has probably never been greater.

"FirstAssist has been instrumental in helping us provide our members with access to ASU cover when many providers have withdrawn or restricted their terms. They have worked with our members, presented at roadshows, provided a great service and played a unique role in delivering such an important product offering. FirstAssist fully deserve to win the Best ASU Provider award."

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Notes to editors:

Picture (see attached jpeg) is of Alistair Hardie (centre) collecting the award from Dev Malle (left).

FirstAssist Insurance Services

FirstAssist Insurance Services Limited (FISL) is one of the UK's leading providers of award-winning tailored, flexible white-label specialist insurance solutions and has 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.

Personal Touch Financial Services

Personal Touch Financial Services (PTFS) was established in 1994, originally as a provider of General Insurance and protection products to the financial services direct sales forces and the IFA community. PTFS is now one of the largest well-managed financial services distribution companies in the UK.

PTFS has a diversified product range from GI, Mortgage, Investments, Pensions and Protection to PMI and Equity Release. PTFS also provides ancillary compliance, training and marketing services that support the Directly Authorised financial services community.

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