



## **FirstAssist Builds on Relationship with British Insurance**

**London 31<sup>st</sup> March 2009.....** FirstAssist Insurance Services has been appointed by British Insurance to underwrite and administer its portfolio of new protection insurance business. The partnership sees British Insurance offering its customers short-term income, loan and mortgage protection provided by FirstAssist.

The win followed a competitive bidding process and builds on the existing partnership between the two companies, who last year, jointly launched a new website [www.safetyfirst.co.uk](http://www.safetyfirst.co.uk) to make quality protection insurance more accessible to UK consumers.

The growing relationship between the two brands will see FirstAssist providing the product, administration and claims capacity for British Insurance. The insurance provided by FirstAssist offers protection to workers who are suffering loss of income due to circumstances out of their control, such as accident, sickness or involuntary unemployment (ASIU). The product will be marketed through the British Insurance website [www.britishinsurance.co.uk](http://www.britishinsurance.co.uk).

This significant win is further evidence of FirstAssist's ongoing success and expertise within the insurance sector and strengthens its position as a leading provider of white-label insurance products.

Commenting on the win, Alistair Hardie, Managing Director, FirstAssist Insurance Services said: "We are delighted to have been chosen once again to support British Insurance, one of the UK's leading distributors of Income Protection policies. Our longstanding expertise in providing white-label solutions coupled with our high quality cover and service was instrumental in our success.

Cont'd.../2

“This win further demonstrates our ability to support some of the biggest names in the insurance sector. FirstAssist has ambitious growth plans and this win is a significant milestone in helping us achieve our objectives.”

Simon Burgess, Managing Director, British Insurance added: “FirstAssist offered us an impressive combination of bespoke products, first class service, extensive knowledge of the market, competitive underwriting and flexibility. We look forward to working with FirstAssist and expanding our relationship even further.”

**-Ends-**

**Notes to editors:**

All covers are designed to offer benefits payable of up to £1,500 per month over 12 months for either ASIU, AS and IU. The unemployment cover excludes events that take place during an initial 120 day time period following initiation of the policy.

**FirstAssist**

FirstAssist Insurance Services 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'.

FirstAssist Insurance Services Limited (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.

**For more information contact:**

**McGrory Communications**

Geraldine McGrory

Tel: 020 7609 2081/07870 657 531

Ellie Waters

Tel: 020 7609 2081/0791 4418576