

FOR IMMEDIATE RELEASE

FirstAssist Insurance Services lands Home & Protect deal

1st February, 2010.....FirstAssist Insurance Services has been appointed by Home & Protect to provide a full suite of Accident, Sickness and Unemployment (ASU) products to their network of over 8,000 advisers.

Offering their advisers superior choice and flexibility when tailoring mortgage and income protection solutions to their clients' needs, the comprehensive range of products includes a Standard Mortgage Payment Protection Insurance (MPPI), an Enhanced MPPI and Income Protection Insurance.

Each product offers the full range of cover options including Accident, Sickness and Unemployment (ASU), Accident and Sickness (AS) and Involuntary Unemployment (IU) only cover. MPPI cover can be sold alongside a new mortgage or on a stand-alone basis. All three products can include three months free cover.

FirstAssist is also providing Home & Protect with an innovative 'Premium Flex' facility giving advisers the flexibility to cater for clients on different budgets by allowing them to forgo some of their commission to reduce the cost of cover.

Alistair Hardie, Managing Director of Speciality Insurance, FirstAssist Insurance Services said: "Our ASU proposition is all about combining our considerable expertise in this market with a best-in-class range of innovative and flexible products and a passion to design bespoke solutions which fully meet the needs of each individual partner.

"We believe this is a highly attractive proposition for insurance intermediaries, mortgage brokers and IFAs. This win builds on FirstAssist's recent successes in the intermediary channel and demonstrates that we have become one of the leading ASU providers in the 'post Competition Commission world'."

David Ford, Managing Director, Home & Protect added: “With the prospects in the employment market still highly uncertain, there has never been a better time for advisers to talk to their clients about mortgage and income protection.

“We selected FirstAssist as they bring considerable experience in the ASU market. They have very quickly delivered us a significantly enhanced proposition which has strengthened our position in this growing market. We are looking forward to working in partnership with them.”

- Ends-

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 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.

Home & Protect

Home & Protect is an insurance intermediary offering a range of insurance products to directly authorised brokers, networks and affinity groups. Home & Protect is part of the Towergate Partnership, Europe's largest independently owned insurance organisation controlling more than £1.5bn of gross written premium (latest accounts).

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