



## **FirstAssist Cements its Position in the Travel Insurance Market**

**London 28<sup>th</sup> May 2009.....** FirstAssist Insurance Services has today announced a significant new business win which cements its position as a top five provider in the travel insurance market. FirstAssist has won the contract to provide ONE Underwriting, who are part of the ONE Group, with travel insurance products and underwriting. This includes their insurewithease and OUL Direct brands.

This significant win provides further evidence of the ongoing success of FirstAssist in the general insurance market. FirstAssist is a white-label specialist with over two decades of experience in working with clients on tailoring solutions to meet their specific needs. Travel is a core part of the FirstAssist business and their comprehensive range of covers includes on-line medical screening, impaired life cover, scheduled airline failure insurance (SAFI) and independent traveller.

To further strengthen their offering FirstAssist has also announced a significant new staff appointment to its travel team. Darren Jennings has joined the company as Travel Portfolio Manager, with responsibilities including product management and new product development. He will work alongside Steve Scott, Head of Travel Sales and Strategy to continue growing the portfolio.

Darren brings considerable market and product knowledge with him, having had over 15 years experience as a specialist broker to the travel industry. In this time, he has held positions at Aon, Primary Group and most recently with Acumus, where he was a Senior Broker.

Commenting on the news, Alistair Hardie, Managing Director (Speciality Insurance) at FirstAssist Insurance Services said: 'We are delighted to have been chosen to support ONE Underwriting, and we look forward to building a highly successful partnership with

them. Travel is a core part of our business and one where we have considerable experience. This contract is a big win for us and alongside Darren's appointment further strengthens our position in this key sector.'

Paul Byrne, Chief Executive Officer of The ONE Group added: 'We were looking for an insurance specialist with the expertise and capability to support our ambitious growth plans. FirstAssist's extensive knowledge, reputation for excellence, speed and most importantly their ability to tailor a flexible solution to meet our needs was second to none.'

**- Ends-**

**Notes to editors:**

**First Assist**

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.

**ONE Group**

The ONE Group provide a unique and rounded service to the travel insurance industry. In addition to owning and managing various travel insurance brands such as insurewith ease and OUL direct, ONE is also an independent provider of 24 hour emergency assistance and claims management to the travel insurance industry.

**For more information contact:  
McGrory Communications**

Geraldine McGrory/Ellie Waters

Tel: 0207 609 2081 / 07870 657 531