



**FOR IMMEDIATE RELEASE**

**FirstAssist Insurance Services enters the IFA market**

**London 11th June 2009...**FirstAssist Insurance Services has launched onto the accident, sickness and unemployment (ASU) panel with Personal Touch Financial Services (PTFS), one of the UK's largest intermediary networks with over 2,100 members.

FirstAssist will provide PTFS' members with a full suite of ASU cover, including cover for new, re-mortgage and existing mortgages and options for full ASU, AS or Involuntary Unemployment (IU) only. The offering, which FirstAssist has tailored to meet PTFS' specific needs, is attractively priced to give clients valuable peace of mind, which is particularly important in these uncertain economic times.

The cover will be available through the PTFS on-line ASU quote engine which enables intermediaries to obtain a comparison quotation and complete the application in full, with all compliance documentation being automatically produced and saved against the client record.□

This win further demonstrates FirstAssist Insurance Services' ambitious growth plans and is a major step for the company as it aims to become a leading ASU provider for intermediaries in the 'new world', post Competition Commission.

Managing Director of Speciality Insurance at FirstAssist Insurance Services, Alistair Hardie believes that at a time when other providers are withdrawing from the market or restricting cover this partnership confirms FirstAssist's commitment to the ASU market.

"This is an opportune time to be entering the IFA market as many intermediaries are looking to expand their general insurance business. We are seeing a high demand from clients for good quality ASU cover at a competitive price and more importantly from an established brand. We expect to quickly become a provider of choice in the IFA market.



“We are very excited to be working with Personal Touch, one of the UK’s premier IFA networks.”  
Hardie concludes.

Dev Malle, Group Sales Director for PTFS said: “In the current climate with uncertain times ahead for many people, ASU cover has never been so important. We have been quick to respond to the changing market which means we are in a strong position to offer our members a panel of leading ASU providers. FirstAssist are leading the way in supporting the end client when it is needed the most by continuing to offer cover for existing mortgage holders and unemployment cover only, at a time when we are seeing other providers withdraw or restrict this cover.

“FirstAssist’s comprehensive cover and highly competitive premium rates are backed by excellent service levels and a great reputation in the market.

We are looking forward to working with FirstAssist as they establish themselves as a key player in the IFA space.”

**- Ends-**

### **FirstAssist Insurance Services**

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.



### **Personal Touch**

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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