

FOR IMMEDIATE RELEASE

FirstAssist Insurance Services drives Sheilas' Wheels into travel insurance

12th January 2010 FirstAssist Insurance Services is today implementing the extension of the Sheilas' Wheels brand into travel insurance with a bespoke product specifically built to appeal to its core female target audience.

The white-label solution, which includes web and telephone sales, administration, underwriting and claims services, builds on FirstAssist's existing partnership with esure, for whom it also provides travel insurance.

This win demonstrates further FirstAssist's continuing growth in the general insurance market, in which it is already a leading provider of travel insurance and is now also a key player in the protection (accident, sickness and unemployment) market, having secured a number of new mandates with intermediaries during 2009.

Alistair Hardie, Managing Director of Speciality Insurance, FirstAssist Insurance Services said: "This is a great start to the New Year. We are delighted to have been chosen to support Sheilas' Wheels move into the travel insurance market, further reinforcing our position as a top five provider in this specialist area. Travel is a key market for us and this win serves to demonstrate our expertise and flexibility in designing white-label products which enhance our clients' brand positioning."

Jacky Brown, spokeswoman for Sheilas' Wheels travel insurance added: "We were looking for a provider who would help us to deliver an innovative product solution which appealed to our core target audience. FirstAssist's ability to build us a proposition with a number of female-focused features - such as 'handbag on holiday' cover and a wedding cover option - was a must to help differentiate our offering in what is a highly competitive market and give our policy the expected 'Sheila' twists."

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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.

Sheilas' Wheels

Sheilas' Wheels was launched in October 2005 to offer women drivers cheaper car insurance and female targeted product enhancements. In February 2008, the brand moved beyond car insurance to also offer home insurance with product enhancements including alternative accommodation (buildings and contents cover) in the event of loss of utilities in the home (terms and conditions apply), new for old cover on clothes (contents cover) and family legal protection cover which also includes assistance in finding emergency registered childminders while the insured person is attending jury service, and legal representation for a customer's child if they do not gain entry to the school of their choice (terms and conditions apply).

For more information contact:**McGrory Communications**

Geraldine McGrory

Tel: 0207 359 1269 / 07870 657531