



Outsourcing deal with FirstAssist gives RSA best of both worlds

28th September 2010 FirstAssist Legal Protection has been appointed by RSA as its Legal Expenses Insurance partner, in a deal that secures the account for a further 3 years.

The deal covers more than 1 million customers who have personal and commercial insurance policies with RSA and its direct business MORE THAN.

FirstAssist will provide claims handling services, product design and technical support whilst RSA will continue as the underwriter.

Graham Hollebon, Managing Director at FirstAssist Legal Protection, said: "We are delighted to have renewed our relationship with RSA for a further 3 years. Our expertise enables RSA and MORE THAN to offer high quality legal advice and cover to their clients through a highly efficient and seamless process".

Hollebon believes that getting under the skin of the RSA brands is critical to the success of the relationship. "This win demonstrates our ability to support the biggest names in the insurance sector. We believe that more insurers are looking for a flexible solution where they can retain underwriting profit but outsource technical and claims handling delivery to a trusted supplier."

Mike Holliday-Williams Managing Director, RSA Personal, commented: "FirstAssist are a longstanding and trusted partner of RSA and we are delighted to be able to continue our relationship with them which provides us with proven technical expertise and certainty over costs".

Holliday-Williams drives home the point that outsourcing RSA's Legal Expenses Insurance is not a compromise. "On the contrary - it enables us to operate in the most profitable way, maintain control of the risk and offer the best product and service to our customers." he concluded.

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Note to Editors:

FirstAssist Legal Protection

FirstAssist Legal Protection is a leading player in 'Before the Event' legal expenses insurance. The firm provides legal protection products to insurers, banks, building societies, brokers, affinity groups and law firms

Products include:

- Personal and Commercial Before the Event Legal Expenses Insurance policies sold both stand alone and as part of home, motor, travel and commercial insurance and banking packages by some the UK's leading insurers, brokers and banks
- BusinessCare, a survival kit for business owners sold both stand alone and as part of a Commercial Legal Protection Package

Registered Office information

FirstAssist Legal Protection is a trading style of FirstAssist Insurance Services Limited registered in England & Wales No. 04617110

FirstAssist Insurance Services Limited is authorised and regulated by the Financial Services Authority. FSA Register No.310671

FirstAssist Legal Protection policies are underwritten by Great Lakes Reinsurance (UK) PLC Registered in England and Wales No. 2189462. Great Lakes Reinsurance (UK) PLC is authorised and regulated by the Financial Services Authority. FSA Register No. is 202715.

For more information on the FSA's Register visit the FSA's web site www.fsa.gov.uk/register or telephone the FSA on 0845 6061234.

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