



FIRSTASSIST APPOINTS NEW SERVICE DELIVERY MANAGER

4th January 2010 FirstAssist today announced the appointment of Sharon Bessey to the position of Service Delivery Manager in the Before The Event Legal Protection business.

Sharon brings 7 years industry experience to FirstAssist with her most recent role working within the strategic alliances and procurement team for LloydsTSB Insurance. As Service Delivery Manager Sharon is responsible for the management of key business partners and service providers.

Graham Hollebon, Commercial Director said:

“We have had another very successful year in the BTE market and, as we continue to grow, developing solid relationships with our key business partners and service providers enables us to deliver greater value to our clients and their customers.”

-Ends-

Notes to editors:

FirstAssist 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 UKs leading insurers, brokers and banks

Registered Office information

FirstAssist Legal Protection is a trading style of FirstAssist Insurance Services Limited. FirstAssist Legal Expenses Insurance Limited is registered in England and Wales No. 6016173. Registered Office is: Marshall's Court, Marshall's Road, Sutton, Surrey SM1 4DU. FirstAssist Legal Expenses Insurance Limited is authorised and regulated by the Financial Services Authority. FSA register No. is 498099. 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..

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