



Business customers to benefit from legal partnership

London, 16th November 2009... FirstAssist Legal Protection has joined forces with Ellis Whittam to launch a new legal expenses proposition for Business customers. This new partnership sees the introduction of a business support service that successfully combines the security of legal expenses insurance with the high service levels normally associated with a leading law firm.

The market leading facility will see FirstAssist insuring employment & health & safety risks for the clients of Ellis Whittam and, in so doing, completing the loop of commercial legal services that Ellis Whittam provides. Ultimately, this will enable business customers to manage their legal obligations and, at the same time, give them the means to pursue or defend legal actions should the need arise at no additional cost.

Mark Ellis, Chief Executive Officer at Ellis Whittam said, "This facility draws upon FirstAssist's long standing expertise in the Employment Protection sector enabling Ellis Whittam to further strengthen its range of legal, HR, health & safety and other personnel support services available to our UK business customers".

Head of BTE Sales at FirstAssist Nigel Robbins said "We are delighted to be working with Ellis Whittam as it is a leading provider of employment, HR and health & safety services for UK businesses. Ellis Whittam's passion and commitment to service excellence mirrors our own values and as such we have a strong belief that by working with Ellis Whittam to enhance its propositions and grow its business, we will achieve continued mutual success".

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Notes to editors:

FirstAssist is the number one UK provider of 'After the Event' legal protection and 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 BTE covers sold as part of home, motor, travel and commercial insurance and banking packages by some the UKs leading insurers, brokers and banks
- Pursuit, the most innovative ATE product available to support CFA's
- A range of other products and services which provide unrivalled access to BTE and ATE covers for liability insurers

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