



FirstAssist Launches Major New Marketing Drive

London February 2007..... FirstAssist Legal Protection, one of the UK's leading legal expenses insurance providers, is to unveil its first ever marketing campaign later this month. The campaign spearheads a major sales drive for the business over the next two years which is set to shake up the legal expenses marketplace.

Created by integrated marketing agency Cognito, the campaign encompasses specialist press advertising, digital advertising, direct mail and sponsorship activity in conjunction with a major public relations drive. The campaign has been specifically developed for the business to business marketplace and is intended to differentiate FirstAssist Legal Protection from other providers operating in this sector.

The campaign was commissioned by newly appointed Marketing Director, Graham Hollebon. With over 20 years experience in the financial services sector, Hollebon was part of the team that launched iconic insurance brand 'More Than' and his background in consumer finance is reflected in the campaign.

The campaign is based around a series of compelling questions, "You wouldn't...would you?", to emphasise aspects of the proposition, such as product features, cover innovations and service which are key to insurers, brokers and legal firms who are the primary purchasers of legal expenses cover.

Commenting on the campaign Hollebon said:

"We have retained the strong values of FirstAssist within the context of a fresh, innovative and highly creative approach. We want to say to our business customers it's FirstAssist but we are different.

"Traditionally, this market has tended to resort to the highly factual in its communications and have a predictable approach to creative. By comparison, our

campaign draws on the language and imagery of consumer marketing and has a vibrant approach which we believe will really help us to stand out.”

The campaign breaks on 25th February and comprises advertising in the insurance and legal trade media throughout the first half of the year supported by new online work, mailings, sales material and a new website at www.firstassistlegal.co.uk) FirstAssist Legal Protection has also confirmed that it is to be one of the sponsors at this years British Insurance Awards to be held in July.

Hollebon concludes: “We have big plans for FirstAssist Legal Protection and this campaign will be instrumental in building awareness of our brand and products and helping us continue to deliver on our ambitious growth plans.”

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Note to editors:

FirstAssist Legal Protection is one of the UK’s leading providers of Before and After the Event legal expenses insurance.

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.

FirstAssist Insurance Services Limited is registered in England and Wales No. 04617110.

Great Lakes Reinsurance (UK) PLC is registered in England and Wales No. 2189462. FirstAssist Insurance Services Limited is authorised and regulated by the Financial Services Authority. FSA Register No. is 310671

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