



## **FIRSTASSIST LEGAL PROTECTION GOES FROM STRENGTH TO STRENGTH WITH MANAGEMENT TEAM RESTRUCTURE**

20th October 2009....FirstAssist Legal Protection today announced the restructuring of its Before the Event management team to drive further growth in its business in 2010.

The restructuring will see the creation of a new Product and Pricing team to provide a focus for the continued development of innovative partner propositions, and the appointment of a new Head of Sales to build on FirstAssist's strong position in the BTE market.

Nigel Robbins joins as Head of Sales bringing 13 years experience of sales in the Financial Services sector. Previously, Nigel was Head of Sales for Mortgages plc and prior to that, he held senior sales roles with Kensington Mortgages and First National Bank.

Andy Glynne has been appointed as Head of Product and Pricing. Andy has extensive experience in all areas of legal protection business including underwriting, pricing and development. He previously led the highly successful sales teams for both the BTE and ATE businesses of FirstAssist.

Commenting on the restructure Commercial Director and Head of BTE, Graham Hollebbon said, "We've had another very successful year right across our legal protection business and these appointments will further strengthen our position as the provider of choice for clients wanting tailored, innovative and cost-effective cover in the personal and commercial lines markets.

Through its range of tailored products and services, FirstAssist offers clients an innovative approach to Legal Expenses Insurance (LEI). As experts in the BTE market-place, the new team will be working with clients to drive and deliver bespoke propositions that are developed around their customers' needs.

Commenting on his appointment, Nigel said, "I am thrilled to be joining FirstAssist at such an exciting time for the business. My remit is to build on the success of the past year and help move us onto the next level in a market where we have unique capabilities.

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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 of the UK's 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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