



FirstAssist Legal Protection Further Strengthens Its Sales Team

London March 2008.....FirstAssist Legal Protection has announced the further expansion of its sales team with the appointment of Chris Knott, as New Business Sales Manager. Mr Knott joins from RBS Insurance where he was a Client Acquisitions Manager for the firm's partnerships business.

Andy Glynne, Head of Business Development, said:

“We are delighted to welcome Chris to the FirstAssist Legal Protection team. He will be instrumental in driving our BTE Legal Expenses business to the next level. Chris' arrival coincides with the launch of our new marketing campaign, which spearheads a major sales drive for the business and builds on recent successes such as our new partnership with Home and Legacy Group. His appointment will ensure that the momentum already generated by these efforts will be maintained.”

Prior to RBS, Chris held the position of Regional Manager for Marsh's Affinity Division. Previous roles also include the management of key broker relationships for Orion, as well as a number of sales management roles for RAC Insurance.

Commenting on his appointment, Chris Knott said:

“FirstAssist Legal Protection is a market leading brand and I am very excited to be joining this dynamic group at such an exciting time for the business.”

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Note 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

FirstAssist Legal Protection is a trading style of FirstAssist Insurance Services Limited.

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. 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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