

FOR IMMEDIATE RELEASE



Insurance leader caps strong year with reorganisation drive

London, November 2008... FirstAssist Legal Protection, one of the UK's leading legal expenses insurers has announced it will reorganise its business areas to focus on growth and innovation opportunities in 2009.

The reorganisation will see the creation of two strategic business units from immediate effect – After The Event (ATE), led by Peter Smith, Managing Director of FirstAssist Legal Protection, and Before The Event (BTE), led by Graham Hollebon, Commercial Director of FirstAssist Legal Protection, both of whom will report into Managing Director Martin Totty.

The company has experienced strong growth in 2008 building on its leadership position in the ATE market and winning major new business in BTE. The restructuring will enable the company to focus on the two core areas of business and to further enhance levels of innovation and client service.

“We have experienced another very successful year of growth in our legal protection business and these changes are designed to ensure this continues next year in order that we can deliver on our ambitious growth plans.” said Managing Director Martin Totty. “Peter has been at the forefront of innovation in ATE since the market first emerged whilst Graham’s experience in the insurance provider and intermediary market means he is well-placed to lead our BTE business.”

Ends.

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 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

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.

For further information please contact:

McGrory Communications

Geraldine McGrory

0207 609 2081 / 07870

657 531