



## **FIRSTASSIST APPOINTS NEW HEAD OF ATE UNDERWRITING**

London, June 2008... FirstAssist Legal Protection announced today the further strengthening of its ATE Insurance team with the appointment of Richard Hermida, as New Head of ATE Underwriting.

Richard joins FirstAssist from Elite Incident Management, where he was National Sales Manager and previously Head of Operations. Richard began his career at Lloyds TSB in 1994 and held various roles there including Team Leader and Call Centre Manager before moving to Legal and General and then onto Elite.

General Manager at FirstAssist Graham Hollebon said, "Richard joins us at an exciting time. Our business is growing rapidly and we want to continue to provide the very best ATE underwriting service in the market. With his excellent experience Richard will help make our service even better."

Commenting on his appointment, Richard said, "I'm very excited to be joining FirstAssist at such an exciting time and I'm looking forward to contributing to its future successes."

**-ENDS-**

### **Notes 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 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.

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**For further information and/or images please contact:**

**McGrory Communications**

Geraldine McGrory

0207 609 2081 / 07870 657 531

Nessa Kearney

0207 609 2081 / 0788 400 4111