

NEWS RELEASE – FOR IMMEDIATE USE
21st March 2007

Insurecom rapidly expands its imarket programme

General Insurance solution specialists, Insurecom Ltd has today announced that it has rapidly expanded its imarket integration delivery programme to include Shops, Offices, Tradesman, Pubs, Restaurants and Hotel products.

The first of Insurecom's imarket packages for shops was released with the launch of its advanced, performance based broker solution, agencyPlus last November. Following further application development throughout the first quarter, Insurecom's range of imarket products has been significantly expanded. agencyPlus enabled brokers can now access Shops, Offices, Tradesman, Pubs, Restaurants and Hotel products directly via the agencyPlus system following sign off from Polaris this week.

Insurecom Chief Executive Phillip Walter said, "Insurecom has taken a different approach to the rest of the software industry by ensuring that all imarket capability is completely built-in to the commercial quotes component of agencyPlus. We believe that a separate 'bolt on' application, selected by other providers, is not the correct strategy because it requires brokers to manually re-key data. With our integrated solution, risk data is automatically loaded into imarket from agencyPlus offering real efficiency gains and reduced errors."

Mr Walter added, "Insurecom has the development capability to move quickly and we are already in negotiations with the major imarket insurers including Norwich Union, AXA and Royal & SunAlliance to rapidly accelerate the rollout of all imarket products. We expect to have all iMarket products with all insurers live on agencyPlus by Q4 this year."

agencyPlus is the first and only smart-client broker business solution, designed for large consolidating intermediaries and is 100% built on the flexible .Net and SQL2005 architecture using a single database. This modern flexible technology platform enables complete integration capability, greater application automation and significant performance improvements than legacy infrastructure.

Ends

Notes to Editors:

The Insurecom Broker Solutions business model offers a new, highly professional approach to the issues of intermediary business growth.

Using a consultative process, Insurecom examine your current broking business, and assist your management team to define and explore all viable avenues and possibilities with special emphasis on building revenue, reducing administration, and expanding capability.

Insurecom has invested over £20 million developing infrastructure and software systems, and has swiftly grown to become the leader in developing and delivering truly innovative total broker solutions for the UK's general insurance market. Our investment commitment towards maintaining the most advanced development programme in the market continues to set us apart from our competitors.

Our groundbreaking business solution agencyPlus has been specifically designed to assist large consolidating brokers and is already being implemented across many UK sites.

www.insurecom.co.uk

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