

FOR IMMEDIATE RELEASE

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Insurecom announces new appointments

Insurecom, the general insurance software house, announced a range of new appointments across the business. The company experienced its fifth straight year of 30% annual growth during the year ending 31 December 2008, and has been preparing for a period of intensive market expansion. As a result, during the second half of 2008 Insurecom concluded a period of intensive business and operational change that included extensive recruitment.

Insurecom's Chief Exec Phillip Walter said "The hard work and investment over the past three years has paid off. The Company is profitable, we have no debt, and we have a full orders book. Mid year we made a decision to recruit a number of highly experienced process-savvy management into the business to prepare for our next phase of business expansion."

Rod Britton has joined the company as the Chief Financial Officer. Rod is a technology company growth specialist, and was recruited by Phillip Walter to assist with Insurecom's next expansion phase. Rod is a qualified accountant (FCCA) with over 20 years extensive operational and corporate finance experience gained in the technology and telecommunications sector in the UK, US and Europe.

David Daiches originally joined Insurecom toward the middle of 2008, and has now been promoted to Chief Operations Officer. David has over 18 years experience in successfully delivering and supporting software solutions for some of the UK's biggest companies, and ensures his teams take a business partner approach with clients to ensure their business goals are well understood and that solutions are delivered that add quantifiable business value. Prior to joining Insurecom, David held senior positions at a number of blue chip companies including Sainsburys and BT.

Hilary Scott was headhunted by Insurecom and has joined the company as the Software Development Manager. Hilary brings an enormous wealth of experience, and was recruited from a role where she was working on the largest .NET bespoke development project in the UK. Hilary has a technical background as a developer and architect and 15 years management experience which enables her to successfully manage large complex projects and technical teams both onshore and offshore.

Chris Moseley, a well-known face at Insurecom, has been promoted to Strategic Relations Director. Chris has a pedigree of nearly 30 years industry experience from grass roots to director level, he is well known in the broker and insurer industry, as well as within the Lloyds personal line market. The 360 degree perspective he brings gives a commercial awareness that is an asset not just

to Insurecom but all of our customers. The insurer team under Chris will continue to expand with some other well-known industry figures joining shortly.

Nick Wright has joined the Insurecom as the Product Manager. This is a major new product role, and Nick is now in the driver's seat handling product direction. Nick has a proven track record in the successful design and implementation of processes and software solutions in various financial services sectors including insurance. His experience of working with firms ranging from the small to FTSE 50, and stakeholders from service agents to actuaries demonstrates his adaptable and tailored approach.

Helen Baldwin has been promoted to the role of Implementation Manager. Helen has many years experience implementing both packaged and bespoke business solutions to mid market and enterprise organisations. She has a broad knowledge of the whole project development lifecycle in industry sectors such as financial services, rail, retail and public sector. She is formally trained in project management and Prince2 qualified. Helen is looking forward to applying her passion and commitment to business excellence to the success of Insurecom.

Insurecom is also in the process of recruiting a new senior Director of Sales and Software Solutions.

Walter added "Insurecom made a decision in 2004 to commence a development initiative to build a completely new enterprise software solution that could be further built upon and serve us for the decade ahead. We're the only general insurance software house to undertake such a task, and late last year this project reached 'foundation-level' and received its version 2.0 badge of honour. The two-year plan for this project is really exciting. The post-consolidation and multi-software system headaches that many brokers experienced proved to be a prosperous target market for us last year, and it is now the correct time to bring the right team of people with large-company experience onboard."

Ends

Notes to Editors:

Insurecom Limited is the fastest growing software house in the general insurance intermediary market. Insurecom develop and deliver innovative software solutions that offer real business efficiencies, reduced costs and a modern scalable platform to help large multi-office brokers conduct insurance business more effectively. Over 17% of all general insurance brokers across the UK exclusively use Insurecom software.

We assist general growing insurance intermediaries to realise their full business potential through the delivery of high-value total broker solutions that help maximise business flexibility, efficiency and optimise employee productivity. Insurecom provide the industry's most efficient fully-integrated and automated platform for commercial lines business, schemes and delegated authority business, consumer-direct and wholesaling website functionality, personal lines, and fully automated FSA reporting management.

Insurecom's groundbreaking business solution *agencyPlus* is empowering a growing number of large or consolidating insurance intermediaries to break free from the constraints of ageing legacy systems. Our flagship product was agile developed from the

ground up using the latest modern technology, and together with our unique consultative approach Insurecom is enabling these brokers to meet their strategic business goals more efficiently than ever before.

Insurecom's end-to-end broker solutions deliver substantial productivity benefits by creating a single view of all customer data and automating processes including FSA compliance; all whilst driving accelerated growth through the ability to make agile manoeuvres into new markets.

Insurecom is dedicated to ensuring their clients deliver a superior customer experience.

Further Information

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