

FOR IMMEDIATE RELEASE

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Insurecom launches new broker software

Insurecom, the general insurance software house, announced the release of a new intermediary front and back office software product, CarbonASP.

The Company claims that the application was designed for growing independent intermediaries, and had been structured to provide a large range of features for a low price point. The software is provided on a fully hosted 'ASP' basis using terminal services, and is quoted as being able to eliminate the need for brokers to acquire servers or update their workstations.

Insurecom's Product Manager Nick Wright commented "We've structured an industry first with a price plan that allows for a zero upfront charge. The actual application is based upon our flagship product, agencyPlus, and it provides a comprehensive feature-set including commercial lines, imarket, personal lines, schemes, ebusiness websites, backoffice accounting, and automated FSA compliance."

Insurecom have noted that the product has been field-proven, and expect to have over 35 brokers live and trading by the middle of March, and another ten to fifteen brokers per month for the duration of 2009.

Insurecom CEO Phillip Walter added "The team are really pleased with the seamless interface this product offers to smaller and mid-size brokers. As a Company, we were unique within our sector with regard to our investment strategy – we invested many millions of pounds into development programmes over recent years, and we did this to prepare for growth in market share. I'm happy to say that 85% of the brokers signing up for CarbonASP are upgrading from competitor applications, so its nice to have evidence that we're on the right track."

Insurecom now have a range of five intermediary applications; agencyPlus, CarbonASP, tamPlus, tamXpress, and quoteXpress.

Ends

Notes to Editors:

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 19% 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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