

SUPEROVER INSURANCE PRESS RELEASE

May 18, 2009.

Supercover Insurance gets connected with mobile phone mover.

Fast-growing mobile phone retailer Get Connected has hooked up with leading niche insurer Supercover to provide a new mobile and gadget insurance product to the customers of its 45 stores.

Get Connected will offer cover for all the products it provides – not just phones, but satnav and other consumer-portable high-intrinsic-value items.

While there are strong benefits for consumers, there is also a bonus for Get Connected store staff and management: the deal also includes the provision of proven management intelligence software which allows the business to evaluate sales and calculate and monitor commission by staff member, individual store and the company as a whole.

"Since changing insurance provider we've seen an increase in sales and, more importantly, a decrease in policy cancellations due to a superior product and much improved customer experience," said Damian Cole, Managing Director of Get Connected.

Carmi Korine of Supercover Insurance said: "We have developed and established a deeply reliable product and service, and, as a consequence, our reputation means we are striking up more and more partnerships with both growing and established brands.

"Every household now owns a vast array of gadgets, with most adults walking out of their front door every morning carrying upwards of £800's worth in their handbag or briefcase – personal or company-provided laptops, phones, MP3 players as a matter of course – and children are not far behind in terms of tech value

"Gadget insurance is therefore becoming an essential because of the potentially crippling cost of the entire contents of a bag being lost or damaged.

"We're in a niche market in dealing with insurance for consumer-portable high-intrinsic-value items, and therefore not a massive or massively well-known business. But our products, reliability and service standards have been developed and established over the past 15 years – and the trust we engender is reflected in partnerships with big names such as Kwik Fit, and now Get Connected.

"Not only is our pricing competitive, but we have what we believe to be the fastest claims handling process in the niche industry, and a strong and attractive commission structure."

Ends

Further information:

Iain Macauley

im@pressrelations.co.uk

0161 929 0446/07788 978800

www.supercoverinsurance.com

Notes:

Specscover.com is part of Supercover Insurance plc. The company began life as Mobile Phone Supercover Ltd in 1995 to provide extended warranty for mobile phones only. In 2005 the business expanded to include cover on mobile phones and other essential everyday electronic items to include laptops, PCs, satellite navigation systems, iPods, MP3 players, TVs and more. In order to reflect the diverse product range being offered, the company's name was changed to Supercover Insurance Plc. Supercover now has a strong, ever-increasing base of around 1,000 channel partners across the UK and the Republic of Ireland, with a customer base exceeding 100,000 consumers.