

SUPEROVER INSURANCE PRESS RELEASE

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Bouncing netbooks and the Santa clause.

Plummeting prices and fixed price mobile broadband deals are putting more and more netbooks into the hands of teenagers.

But Niche insurer Supercover says less than half of those being bought for young adults are insured in any way, and with retail and mobile provider sales likely to go vertical on the run-up to Christmas it means even more will be unprotected.

"Not all home contents insurance policies cover gadgets or netbooks – quite often they have to be the subject of a separate policy. Right now, 60% of netbooks are not covered, and this will increase as sales escalate towards Christmas," said Carmi Korine of Supercover Insurance.

"It's an easy and exciting gift for a teenager to be given – but we all know that teenagers lose and break things, and the industry expects netbooks to become the next big steal-able item.

"They are small and easily snatched from bags and then hidden, and they don't have the built-in disablement feature that kicks in when a mobile phone, for instance, is stolen.

"Right now, PC retailers and repair shops have a big opportunity to re-boot their economic recovery sales by providing own-brand insurance cover on the rush of these netbook purchases in the UK."

Supercover's gadget policy can be white-labelled into any retailer or repairer's branding and sold to customers as an own-brand product. Premiums to customers start at £2.49 a month.

The “white label” policy, which can be branded in any business’ trading style, can typically generate around £30,000 profit for each store selling it over a 24-month period assuming two policies are sold each day over a 25-day working month.

The policy includes gadget insurance cover for mobile phones, satnav, netbooks, MP3 and MP4 players and other consumer-portable high-intrinsic-value items – including power tools – and includes 3GB of back-up and storage for relevant items at no extra cost.

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Supercover Insurance 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.