

SUPERCOVER INSURANCE PRESS RELEASE

September 28, 2009.

SUPERCOVER ADDS FREE DATA BACK-UP AND RESTORE TO GADGET INSURANCE PACKAGE.

Pioneering insurer Supercover has added free data back-up to its gadget insurance package, currently sold through a wide range of big brands and high street retailers.

Supercover's online and retail channel partners can now offer their customers free automatic back-up of 3GB of data, images and video stored on PCs, mobile phones and cameras, on top of a competitively-priced no-quibble lost-or-stolen replacement policy.

The back-up service is an upgrade from Supercover's mobile phone content back-up and restore.

"For many, the value of the data is incalculable compared to the value of the gadget – but because a gadget is smaller and relatively inexpensive, people and businesses sometimes lose sight of the sheer volume of material stored," said Carmi Korine of Supercover Insurance.

"2,000 photos, or 10,000 documents, archived data or even material of huge sentimental value can easily be stored on even the smallest device – but perhaps the true impact comes with the realisation that such volumes used to take up huge amounts of physical filing and storage space, and there was inevitably a copy somewhere if something went missing.

"But in a largely paperless world, if the gadget is lost, stolen, broken or destroyed, then that may well be the last that is ever seen of a lifetime's documents, data and contacts."

The gadget insurance package also includes the provision of proven management intelligence software for resellers which allows the business to evaluate sales and

calculate and monitor commission by staff member, individual outlet and the company as a whole.

"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 a vast array of household names," said Carmi Korine.

"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:

Supercover Insurance plc 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.