



## **Rock Insurance Launches Expansion Programme with Key Acquisition**

Rock Insurance has purchased affinity marketing specialist, AIS, as part of their plan to expand into new markets. AIS founder, Terry Martin, will join Rock Insurance and will continue to manage the AIS affinity business growth.

Commenting on the acquisition, Antony Martin, Managing Director, Rock Insurance, said: "Rock has provided AIS with insurance products and fulfillment services for the past 13 months and in this time we have gained a good understanding of the possibilities that exist for Rock within the affinity marketing arena. The addition of AIS to Rock's existing portfolio of products will be of particular benefit to customers with large databases where we can apply these skills to generate additional travel insurance sales from our travel customers."

AIS Direct Ltd was founded in 1991 as a small underwriting agency in London. In 1998, the company's focus shifted and AIS evolved into an insurance intermediary concentrating on the broker and affinity markets. Founder, Terry Martin, and his team have established a strong reputation for creating schemes that can be sold through affinity organisations and brokers throughout the UK with clients including trade union members, trade associations and charities. AIS also provides content for staff benefits packages for several large corporations and PLCs. Terry Martin will work with his colleagues at Rock Insurance to continue to grow the AIS brand.

Terry Martin, comments: "AIS has always prided itself on maintaining a constant dialogue with business partners to ensure we are aware of our clients changing needs. The excellent level of service AIS has received from Rock Insurance over the last 13 months reassures me that the companies will work well together to provide both client bases with an improved and extended product range."

Rock is currently considering a number of other potential acquisitions as part of their growth strategy in 2009 and beyond.

For information about Rock Insurance please call 0844 482 0660 or email [info@rockinsurance.com](mailto:info@rockinsurance.com).

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