



ROCK INSURANCE LAUNCHES EASY-TO-SELL INSURANCE -more competitive prices and increased flexibility-

Rock Insurance and Europ Assistance have come together to launch a brand new competitive travel insurance product in response to agent feedback.

Following requests from the industry for a more competitive and flexible policy that is easier to sell the new product will offer:

- Cover for customers up to the age of 79
- Two levels of cover (standard and premier)
- Medical cover up to £10,000,000
- Cancellation cover up to £5,000
- Baggage cover up to £2,000
- Options to add golf, business, timeshare and ski cover

Prices lead in at £7.13 for 10 days within Europe and £13.04 for 10 days worldwide. Seventeen days cover is available from £8.02 within Europe and £14.69 worldwide.

Commenting on the new product, Antony Martin, Managing Director, Rock Insurance, said: "After listening to what agents need in order to sell more policies we have worked closely with Europ Assistance to develop this product. We are confident that the increased flexibility and more competitive prices will make the policies easier to sell thus generating more sales and more commission for the travel agent."

The new policies can be used with the Rock Insurance technology platform which provides travel agents, tour operators and brokers with everything they need to sell travel insurance over the internet including the ability to issue policies, access reports of their online sales and find the answers to common questions in the FAQ section. The online management information enables users to see which policies are selling well for them and which areas need promotion.

For further information about Rock Insurance agents can call 0870 160 2555 or email info@rockinsurance.com.

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For editorial enquiries please contact Annie Hault at Spark PR on 01403 210713 or email annie.hault@sparkpr.co.uk.

10 January 2006

Rock Insurance provides innovative travel insurance solutions and bespoke e-Commerce applications that exactly meet the needs of their clients ensuring simple and effective distribution for travel insurance products.