

Highway Choice Home rolls out to Open GI

25 February 2008 – Broker only insurer Highway has added its new Choice Home household product to the Open GI system with immediate effect.

Highway Choice Home is an EDI sum insured rated contents and buildings product which was piloted in 2007. Launched on CDL last month, Open GI is the second software house to feature the product on its system.

Commenting on the roll-out, Highway's Sales & Marketing Director Michael Lawrence said: "We were pleased with the pilot and the response we received to the launch last month on CDL. We are committed to continuing our roll-out to a wider broker base. Open GI were identified as a logical partner for us to access a wider broker base. We are in a position to talk to any Open GI users who would like to obtain a household agency with us and would like to benefit from our new offering."

Michele Munn, Head of Insurer Relations, Open GI said: "We are delighted to add Highway to our ever expanding household portfolio. Our HomeWriter platform has seen a wealth of new products being added over the past twelve months and we are sure that Highway Choice Home will be a great success. The addition of the new Highway Choice Home product extends our existing product distribution with Highway, which also includes Motor, Truck and Motorcycle. We have worked with Highway for many years and admire their commitment to working with us to give brokers what they need."

Highway Choice Home provides cover of up to £1million for buildings cover and £75,000 for contents, with a single article limit of £10,000. Accidental damage, freezer cover and replacement locks in the event of loss are also included. In addition customers benefit from a specialist 24/7 claims reporting service ensuring the delivery of a first class customer experience.

Mr Lawrence added: "We are confident in the product, which is why we have now rolled it out to two software houses in quick succession. It responds to brokers' needs in that it is competitive and comprehensive backed by first class underwriting and claims services and I am sure Highway Choice Home will go from strength to strength in the same way our motor products have."

For more information visit www.highway-insurance.co.uk

– Ends –

Media Contact:

Ian Barrett at FWD

Tel: 020 7623 2368

Mob: 07798 898277

E-mail: ian.barrett@fwdmarketing.co.uk

Notes to Editors

Highway Insurance

Established more than 50 years ago as a motor insurance specialist, Highway has consistently focused its business on relationships with insurance brokers and other intermediaries. In 2003, Highway exited Lloyd's and now underwrites both standard and specialist motor insurance exclusively through Highway Insurance Company Limited.

Today, Highway is the Insurer of Choice for motor and is one of the UK's most profitable motor insurers. The company employs over 400 staff and operates from four locations in the UK. Commitment to long-term partnerships is fundamental to its success. Working closely with their 2,500 intermediaries Highway provides competitively priced, well serviced, efficiently distributed solutions.