



27 November 2008

Chris Hill to leave LV= Group

Chris Hill, Managing Director of Highway Insurance, will be leaving LV= to join a new start-up venture. He will leave in January.

Phil Bunker, managing director of the LV= Broker Division, said:

"Chris has been approached with an opportunity to work on a new venture, which he has decided to accept. I am very sorry to be losing Chris. I do, however, respect his decision and having worked on a start-up myself, understand the allure.

"Chris has been a big help to us as we get to know Highway. I wish him every success. He leaves behind a strong team."

Chris Hill added: "I have enjoyed my time at Highway. It has many good people and tremendous support from its brokers. With LV='s backing it will become even stronger.

"LV= provides exciting opportunities for Highway, but my new venture offers a different set of challenges which I am keen to take on. In the meantime I wish Phil and his team every success in building LV='s position in the broker market."

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For further information

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Notes to Editors

About LV= (www.lv.com)

LV= is a trademark of Liverpool Victoria Friendly Society Limited (LVFS) and LV= is a trading style of the Liverpool Victoria group of companies.

LV= employs over 2,700 people, serves more than 2.5 million customers and members, and manages more than £7.7 billion on their behalf. We are the UK's largest friendly society and a leading mutual financial services provider.