

News Release

MONDIAL UK INVESTS IN FUTURE OF ONLINE TRAVEL MARKET

With appointment of eCommerce Business Development Manager, Travel

Mondial UK has appointed Vicki Lawson as eCommerce Business Development Manager – Travel. This is part of Mondial's ongoing commitment to new and existing travel e-commerce partners. Bringing a wealth of experience Vicki will play a key role in ensuring that Mondial remains the number one B2B provider of online travel insurance.

Vicki joins Mondial from TeletextHolidays.co.uk, where she was Product Development & 3rd Party Relationship Manager. Clients included online providers of holiday ancillary services such as holiday currency at The Post Office, Norwich Union Direct travel insurance and National Express. Prior to Teletext Holidays, Vicki was Category Manager for Events, Gifts & Tickets and Luxury Goods at News International's online entertainment auction site, Firedup.com. She also spent 3 years working at fine art, antiques and collectibles website icollector.com.

With over 8 years experience in the e-commerce marketplace, Vicki will be responsible for managing relationships with existing clients such as Lastminute.com, easyJet, Expedia and Eurotunnel. Her in-depth knowledge will help her look at different initiatives to drive revenue from these relationships and identify opportunities for recruiting new travel e-commerce partners.

Vicki says of her new position: "I am delighted to be joining Mondial, as it has a huge amount of expertise and knowledge, coupled with a high level of professionalism. Its ability to draw on this vast experience of operating in the travel insurance arena allows Mondial to react to changes in the marketplace and implement them appropriately. I aim to convince our travel e-commerce partners of the importance of integrating travel insurance into their booking pathway, making Mondial the first choice for online travel insurance."

Steve Hook, Director for Corporate and Travel at Mondial UK comments: "Vicki is highly motivated and brings with her a comprehensive knowledge of the marketplace. Insurance is increasingly being bought over the Internet and this appointment marks Mondial's commitment to remain the number one B2B provider of online travel insurance. Vicki will be instrumental in helping Mondial look at the future of the marketplace as part of our business development strategy."

ENDS

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Note to Editors

The Mondial Assistance Group, part of the world's largest insurance company Allianz of Germany, provides customer care contact to over 200 million individuals world-wide. Many of the world's leading bluechip organisations benefit from Mondial Group services each year, ranging from Motor Assistance, Customer Information and Care Contact, Marketing Programmes, Fulfilment, Breakdown and Accident Management, Warranty Services, Travel Insurance and Assistance, Property Assistance and Advice Lines.

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