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Brit Insurance plans deployment of edgeConnect

Brit Insurance purchases edgeConnect Enterprise Licence to roll out new and enhanced services to Britbord brokers and partners

Hungerford, UK. – 12 May 2009 – edge IPK, leaders in eCommerce Solutions to the insurance industry, today announced that major general insurance and reinsurance group Brit Insurance has chosen the edgeConnect platform as a key element of its Britbord service offering. By purchasing an Enterprise License, the edgeConnect platform will provide Brit Insurance with the infrastructure to rapidly create enhanced services and products for distribution to brokers, coverholders and internal staff who use its Britbord service.

edgeConnect will play a key role in integrating Brit Insurance's back office systems and the new user-friendly web presence, thereby helping to promote a more intuitive system and maintain its loyal partner base. edgeConnect will provide Britbord users with a more advanced and dynamic user experience, integrating rich web applications into its existing business processing systems for brokers, coverholders and internal staff.

Simon Cooter, UK Distribution Director at Brit Insurance, comments: "edgeConnect will help us to deliver a more efficient, flexible and competitive offering as we develop the next generation of Britbord, our web-based system for selected brokers. Britbord's bespoke offering, which has seen a significant increase in broker usage in 2008, is a key part of our e-trading proposition, particularly in the micro SME area. We are delighted to be working with edge IPK to develop Britbord, as part of strategy to continually improve our service and provide a superior product to the market."

Mike Williams, CEO of edge IPK said "The commercial insurance market has long had the ambition to replicate the savings in expenses and increased service levels achieved over the past

10 years by the personal lines market. This achievement was realised by providing user-friendly and efficient sales and services on the web for direct and intermediary customers. edgeConnect gives insurers this capability by allowing businesses to deploy corporate level solutions defined by the business and integrated with existing IT systems, whilst retaining the flexibility to white label and re-brand as they wish.”

With a number of recent sales to blue chip insurance companies and brokers, edge IPK is the leading supplier of eCommerce solutions to the UK insurance industry, supporting external and internal web channels for commercial, personal lines and corporate insurance products and facilities. Current customers include Allianz, Arista, imarket, LetSense, Liverpool Victoria, Towergate and Zurich.

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About edge IPK

edge IPK delivers innovative business process solutions based on Open Presentation Platform (OPP). The company’s mission is to become the leading international provider of OPP, bringing business and IT together. Through its flagship product, edgeConnect, edge IPK aims to significantly reduce the development time and cost of building front-end applications.

edge IPK accelerates business evolution, by enabling organisations to rapidly develop and manage business applications to support multiple users interfaces and presentations through a single process. The company helps its clients to develop software applications using a ‘write once, publish many times’ model.

The company has extensive experience in financial services, with a blue chip customer base, which includes Allianz, ABN AMRO, Liverpool Victoria, Deutsche Bank, Towergate Partnership and Zurich Financial Services. Further information can be found at www.edgeIPK.com

About Brit Insurance

Brit Insurance is an international general insurance and reinsurance group specialising in commercial insurance.

The group writes a diverse portfolio of over 70 classes of insurance and reinsurance offering worldwide protection. Reflecting how and where its customers trade, its business comprises three strategic business units – Global Markets, Reinsurance and UK – each with access to Brit Insurance’s two regulated underwriting platforms, Brit Insurance Limited and Brit Syndicates Limited (Managing Syndicate 2987 at Lloyd’s). Brit Insurance Limited is rated A+ (Strong) by Fitch Ratings and A (Excellent) by A.M. Best.

Britbord, a web-based system with user-friendly interface, is designed to support the whole underwriting cycle and is exclusively provided to a select group of Brit Insurance’s broker partners. Brokers have the facility to quote, bind, and produce documentation for their risks, enabling full control over their client relationships. Brit Insurance has a dedicated service team, based in Darlington, that supports the Britbord brokers and handles technical referrals.

www.britinsurance.com