



CONTACT: Amanda Powell
Marketing Communications Manager
edge IPK
amanda.powell@edgeipk.com
+44 (0) 1635 231 231

Matthew Cross
Account Director
AxiCom
matthew.cross@axicom.com
+44 (0) 208 392 4079

LV= Extends Commitment to Next Generation Insurance Services

Buys edgeConnect Enterprise Licence from edge IPK for LV.com

Newbury, UK – 30 April, 2008 – edge IPK, the leaders in SOA presentation layer technology, today announced that the mutual insurance and investment group, LV=, has extended its commitment to developing cutting edge, next generation insurance services, by purchasing an Enterprise Licence for edgeConnect, a platform that provides all the infrastructure to allow businesses to rapidly create dynamic browser enabled applications across all distribution channels. With an Enterprise Licence, LV= now has full reign on implementing edgeConnect across its General Insurance division.

The main benefits of using such a platform are increased flexibility in terms of the types of IT systems that can be used plus faster time to market for new products and services. Currently LV= has implemented edgeConnect within its website at LV.com on its general insurance pages providing web visitors with a consistent look and feel when generating an insurance quote.

The Enterprise Licence also extends to ABC Insurance, part of the LV= group of companies.

“edgeConnect has become a key part of our infrastructure,” said Paul Wishman, Group e-Commerce Director, LV=. “It has given us the ability to create rich web experiences for customers whilst retaining all of the key accessibility features that many other sites lack. From a technology standpoint edgeConnect integration has given us web-enabled mainframes without the typical clunky interface. It is has worked so well that we are now taking more orders online than we do through our call centre – a significant milestone that has secured LV= a dominant position in the online channel.”

“We’re obviously delighted that LV= has chosen to standardise on edgeConnect as part of its strategy to move to a SOA and even more so because of the sea change it has witnessed in

online traffic,” said Mike Williams, CEO, edge IPK. “Our aim has always been for edgeConnect to provide a platform which businesses can use across the enterprise to take a top down approach to creating more agility, no matter what technology they have underneath and LV= is a fantastic example of this”

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 ABN AMRO, Deutsche Bank, Towergate Partnership and Zurich Financial Services. Further information can be found at www.edgeIPK.com

About LV=

LV= and LV= Liverpool Victoria are trademarks of Liverpool Victoria Friendly Society Limited and LV= and LV= Liverpool Victoria are trading styles of the Liverpool Victoria group of companies. The new LV= brand identity was launched in March 2007. LV= employs more than 2,000 people, serves more than 2.5 million customers and members, and manages £8 billion on their behalf. We are also the UK’s largest friendly society (Association of Friendly Societies Yearbook 2006/2007, Total net assets) and a leading mutual financial services provider. LVFS is authorised and regulated by the Financial Services Authority and entered on the Financial Services Authority Register No. 110035. LVFS is a member of the ABI, AMI, AFS and ILAG. Registered address: County Gates, Bournemouth BH1 2NF.

For more information on please contact:

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Marketing Communications Manager
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