



MEDIA RELEASE

Mondial Assistance and Virgin Blue Make Insurance Easy With New Online Innovation

(Brisbane) 11 September 2006 – Australia's largest e-commerce travel insurance provider, Mondial Assistance, and multi-award winning airline, Virgin Blue, have joined forces to launch a unique travel insurance offering which allows travellers to purchase both flights and travel insurance online in a single transaction.

Virgin Blue is the first airline in Asia/Pacific to implement the innovative technology which offers guests travel insurance as part of the standard online ticket booking process.

Virgin Blue's E-Commerce Partnership Manager, Charles Johnson, said, "This is an exciting initiative for Virgin Blue which simplifies and streamlines the purchase of travel insurance for our Guests.

"We are already finding the uptake of travel insurance has increased significantly as a result of this product. We actually sold more of this policy type in its first day of integration into the booking path than we did in the entire last year," he said.

The *e-Magin* technology, which was developed in-house by the Mondial Assistance Group, is the first of several products to be integrated into Virgin Blue's online booking process, with other ancillary partners to follow.

Carole Tokody, regional e-commerce manager at Mondial Assistance, said, "*e-Magin* is the result of several years work understanding our clients needs and, as the Virgin Blue example shows, is already contributing significantly to their commercial success.

"We offer a unique opportunity to help our clients integrate a travel insurance offering in their site while totally relieving them of managing the process. Our clients in Australia, the wider Asia Pacific region and around the world can now offer customised travel insurance products on their own sites while relying entirely on the skill and experience of Mondial Assistance. We are able to handle the entire process from the initial underwriting and collection of premiums to claims management. Our clients can be confident they are offering a comprehensive insurance package backed by an international industry leader," she said.

A number of clients are already using Mondial Assistance to sell travel insurance through their websites and income from this channel now contributes significantly to the annual turnover of Mondial Assistance.

Mondial Assistance places an emphasis on partnering closely with clients and their brands, providing a simple route to market. The policies are all generated in real-time by Mondial Assistance, which immediately integrates them in its central database.

“Working closely with Mondial Assistance for several years has been greatly beneficial to us, and we are pleased the new enhancements are already providing a better experience for our Guests,” Virgin Blue’s Charles Johnson added.

Basic travel insurance, which covers ticket cancellation and baggage protection, costs \$9 per person for both domestic and international flights anywhere on the Virgin Blue network. Guests are also able to upgrade to a more comprehensive cover.

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Mondial Assistance Group: an intervention every 3 seconds, anywhere in the world. Worldwide leader in assistance, travel insurance and customer services, today Mondial Assistance Group counts nearly 8,100 staff members speaking over 40 languages. They work throughout the world in collaboration with a network of 400,000 service providers, 250 million people, or 4% of the world population, benefit from the Group’s services, which it proposes on 5 continents in 26 countries. The Group mainly operates under its three international brands: ELVIA, Mondial Assistance and World Access. Mondial Assistance Group is a member of the Allianz Group through AGF and RAS International, each holding a 50% capital stake.

www.mondial-assistance.com.au

www.mondial-assistance-group.com

For Australian travel insurance, policies are issued by Allianz Australia Insurance Limited ABN 15 000 122 850 AFS License 234708 and are arranged and managed by ETI Australia Pty Ltd ABN 52 097 227 177 (trading as Mondial Assistance). You should consider the Product Disclosure Statement before making decisions about this product. This is general information only and may not suit your personal circumstances.

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