



Media Release

20th February 2008

Plan For Life and AFA Announce Winners of 2007 Life Insurance Company and Annuity Provider Awards

CommInsure Wins 2007 Life Insurance Company of the Year

+

CommInsure Wins 2007 Annuity Provider of the Year

CommInsure has been announced as 2007 Life Insurance Company of the Year by Plan For Life and the AFA today. Life company finalists in this Platinum Award category were Asteron and Zurich Australia.

CommInsure has also been awarded the 2007 Annuity Provider of the Year. Challenger was a finalist in this category.

All the winners in an extended range of product and service quality awards were announced at the Plan For Life / AFA Life Company of the Year 2007 Awards function in Sydney. The Awards incorporated the Life Company Product & Service Quality Awards and the Annuity Provider of the Year.

Simon Swanson, Managing Director, CommInsure, said, "CommInsure's success at these annual awards has validated the hard work of our whole team over the past few years.

But it is not just product; it is the service delivery before and after the client signs up that really counts. We thank the industry for this recognition and these awards."

"Congratulations to the all the winners in the second year of these awards. The combination of qualitative and quantitative research has proven to be robust and has allowed us to include input from across the sector. We believe that our broadening of categories this year will enhance the usefulness of the awards and fully expect to add more elements next year," said Simon Solomon, Managing Director, Plan For Life.

AFA CEO, Richard Klipin, said "These awards are about recognising excellence in the market place. They are unique awards because we include 'frontline' feedback from advisers who work with these providers every day on behalf of their clients. In a very strong sense, this part of the assessment process is consumer driven."

2007 Life insurance Company of the Year		
Platinum Award	Winner	CommInsure
Platinum Award	Finalist	Asteron
Platinum Award	Finalist	Zurich



PLAN FOR LIFE
ACTUARIES & RESEARCHERS



2007 Product and Service Quality Awards		
2007 Income Protection Insurance Award	Winner	CommInsure
2007 Income Protection Insurance Award	Finalist	Asteron
2007 Income Protection Insurance Award	Finalist	Aviva
2007 Term Life and TPD Insurance Award	Winner	Zurich
2007 Term Life and TPD Insurance Award	Finalist	CommInsure
2007 Term Life and TPD Insurance Award	Finalist	ING
2007 Trauma / Critical Illness Award	Winner	CommInsure
2007 Trauma / Critical Illness Award	Finalist	Asteron
2007 Trauma / Critical Illness Award	Finalist	Aviva
2007 Service Quality Award	Winner	Zurich
2007 Service Quality Award	Finalist	Asteron
2007 Service Quality Award	Finalist	Aviva

2007 Annuity Provider of the Year		
2007 Annuity Provider of the Year Award	Winner	CommInsure
2007 Annuity Provider of the Year Award	Finalist	Challenger

2007 Annuity Provider of the Year Awards		
2007 Short Term Annuity Award	Gold	Challenger
2007 Short Term Annuity Award	Silver	CommInsure
2007 Long Term Annuity Award	Gold	CommInsure
2007 Long Term Annuity Award	Silver	Challenger
2007 Lifetime Annuity Award	Gold	CommInsure
2007 Lifetime Annuity Award	Silver	AMP

Research Methodology for Awards

This is the second year that research house, Plan For Life (PFL) and the Association of Financial Advisers (AFA) have awarded companies providing risk and annuity products/services in Australia.

CommInsure has won both major awards for the 2007 year as it was the company that achieved the highest combined scores across both Product and Service Quality areas in the personal insurance space and in the provision of various annuity types. The research process included quantitative analysis conducted by Plan For Life and an adviser-driven process via an online survey of service quality.

Plan For Life has developed the criteria on which life insurance companies are ranked for the Product Awards using a methodology that is both transparent and understandable.

In the area of Service Quality, PFL and AFA have jointly developed benchmarks on which the companies were ranked.

A significant component of the Service Quality ranking outcomes was determined by adviser feedback, where a large cross section of financial advisers across the country was given the opportunity to contribute their views, based on their experiences.

Media Contacts:

Richard Klipin
CEO
Association of Financial Advisers
0412 127 834
Richard.Klipin@afa.asn.au
www.afa.asn.au

Peter Sobels
Consultant
Plan For Life
0417 546 778
psobels@planforlife.com.au
www.planforlife.com.au

...ends...



PLAN FOR LIFE
ACTUARIES & RESEARCHERS



ASSOCIATION OF FINANCIAL ADVISERS LTD
