



PLAN FOR LIFE
ACTUARIES & RESEARCHERS



Media Release

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Plan For Life and AFA Announce Winners of 2008 Life Insurance Company and Annuity Provider Awards

- **Asteron & Aviva Joint Winners 2008 Life Insurance Company of the Year**
- **Challenger Wins 2008 Annuity Provider of the Year.**
- **Over 400 advisers provided over 1000 individual company surveys.**

Asteron and Aviva have been announced as 2008 Life Insurance Company of the Year by Plan For Life and the AFA today. Life company finalist in this Platinum Award category was Comminsure.

Challenger has also been awarded the 2008 Annuity Provider of the Year. Comminsure 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 2008 Awards function in Sydney. The Awards incorporated the Life Company Product & Service Quality Awards, the Annuity Provider of the Year and a new innovation, Investment Bond of the Year.

“Congratulations to the all the winners in the third 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.”



LIFE COMPANY OF THE YEAR AWARD 2008

Category	Winner	Finalists
Platinum Life Company of the Year Award	Asteron, Aviva	CommInsure
Life Cover and Total and Permanent Disablement Award	TOWER Australia	Asteron, Aviva
Trauma Insurance Award	CommInsure	Asteron, Aviva
Income Protection Award	AIG Life	Aviva, CommInsure
Service Quality Award	Zurich Australia	Asteron, TOWER Accelerate
Premium Rates Award	TOWER Australia	ING Australia, MLC
Product Features Award	Asteron	CommInsure, MLC

ANNUITY PROVIDER OF THE YEAR AWARDS 2008

The Annuity Provider of the Year Awards are held in conjunction with the Life Company of the Year Awards. These Awards are based on the Plan For Life Annuity Benchmarking Reports in each of the four quarters for 2008.

The following table summarises the results of 3rd Life Company of the Year Awards, including the Annuity Provider of the Year Award for 2008

ANNUITY PROVIDER OF THE YEAR AWARDS 2008

Category	Winner	Finalists
Annuity Provider of the Year Award	Challenger	CommInsure
Short Term Annuities Award	Challenger	CommInsure
Long Term Annuities Award	Challenger	CommInsure
Lifetime Annuities Award	CommInsure	

INVESTMENT BONDS AWARDS 2008

The Investment Bond Awards are new for 2008. These Awards recognise excellence in product provision and marketing support. The Investment Bond Awards are held in conjunction with the Life Company of the Year Awards and are based on the Plan For Life's Insurance Bonds Report for 2008.

The following table summarises the results of inaugural Investment Bonds Awards for 2008



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INVESTMENT BONDS AWARDS 2008

Category	Winner	Finalists
Investment Bonds Award	CommInsure	Lifeplan
Insurance Investment Bonds Award	CommInsure	ING Australia
Friendly Society Investment Bonds Award	Lifeplan	IOOF, Australian Friendly Society

Research Methodology for Awards

The AFA / Plan For Life Life Company of the Year for 2008 were based on the Plan For Life Risk Insurance Benchmarking Reports in each of the four quarters of 2008.

Advisers have significant input into the competition through completing surveys covering service quality in the critical areas of New Business and Underwriting, Claims, Business Support to Advisers and Quotation Systems with more than 400 advisers providing over 1000 individual company surveys.

There are 2 new awards this year to recognise excellence in Product Features and the provision of Premium Rates.

Media Contacts:

Further Information:

Richard Klipin CEO
Email: Richard.Klipin@afa.asn.au
Mobile: 0412 127834
Web: www.afa.asn.au

Simon Solomon Managing Director
Email: ssolomon@planforlife.com.au
Phone: 03 9886 4400
Website: www.planforlife.com.au

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