

SUPERCOVER INSURANCE PRESS RELEASE

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SQUABBLING COUPLES, WORKAHOLICS AND STROPPIY PUB LANDLORDS DROWN 400,000 MOBILE PHONES A YEAR.

Squabbling couples, prankster colleagues, children and stroppiy bar staff are responsible for nearly 400,000 insurance claims a year in the UK for mobile phones being dropped in drinks.

Supercover Insurance, the UK's longest-established mobile phone insurance provider, surveyed customers who had made claims for lost or damaged mobile phones.

"We wanted to understand how nearly half a million phones a year end up in drinks, so we asked a cross-section of our customers how their phones ended up being drowned," said Carmi Korine of Supercover.

"For men, the main cause is stretching across a table and their phone falls out of their shirt pocket into a drink, or a phone being knocked into a drink during a meeting. For women, the main cause is a child, toddler or baby playing with a phone that they drop into a cup or glass.

"Those are the single biggest causes at around 30% each (120,000 each), but there is a surprising amount of phone rage or phone envy when the owner of the phone is not responsible for it finding its way into a drink

"Arguments between couples result in around fifteen phones a day being dropped into drinks deliberately (5,500 a year) – suspicions of two-timing, an affair or an impending split being the key reasons. Working on holiday, or simply working too hard are other issues – we believe there's around 1,000 incidents of that nature.

"Office parties and drinking sessions with work colleagues often result in an ever-ringing phone being dropped in a pint, and we do get quite a few claims when a client or customer has dropped a supplier or adviser's phone in a drink because they keep answering it during meetings.

"People 'posing' or showing off their phones, or talking embarrassingly loud in bars or restaurants resulted in around a thousand incidences of snatch-and-dunk.

"But at least once a day a stroppy pub landlord will take a phone off a customer and drop it in a drink – usually in the north, and usually because the pub has a phone ban."

Ends

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Notes:

Supercover Insurance plc began life as Mobile Phone Supercover Ltd in 1995 to provide extended warranty for mobile phones only. In 2005 the business expanded to include cover on mobile phones and other essential everyday electronic items to include laptops, PCs, satellite navigation systems, iPods, MP3 players, TVs and more. In order to reflect the diverse product range being offered, the company's name was changed to Supercover Insurance Plc. Supercover now has a strong, ever-increasing base of around 1,000 channel partners across the UK and the Republic of Ireland, with a customer base exceeding 100,000 consumers.