

SUPEROVER INSURANCE PRESS RELEASE

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SUPEROVER CREATES MOBILE PHONE INSURANCE PACKAGE FOR MILITARY SPECIALIST TOWERGATE WILSONS.

Supercover Insurance, the specialist in consumer-portable cover, has created a specialist mobile phone insurance package for servicemen and women in the armed forces.

The policy has been specially developed for leading military insurer Towergate Wilsons to offer to all military personnel.

"Armed forces personnel have a very different lifestyle, with very different property loss and damage risks, so the policy we have created for Towergate Wilsons reflects that," said Carmi Korine of Supercover.

"This is the most no-nonsense of the no-nonsense insurance markets where value and service delivery are not for compromise.

"There is worldwide cover for theft, accidental damage and breakdown, plus accidental loss for mobile phones. We pioneered mobile phone insurance, and have been a market leader for 15 years, so we have a deep understanding of the range of requirements, and can call upon deep reserves of experience to address opportunities in any sector.

"We're in a niche market in dealing with insurance for consumer-portable high-intrinsic-value items, and therefore not a massive or massively well-known business. But our products, reliability and service standards have been developed and established – and the trust we engender is reflected in the partnerships we form.

"Not only is our pricing competitive, but we have what we believe to be the fastest claims handling process in the niche industry, and a strong and attractive commission structure."

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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.

Towergate Wilsons is a specialist insurance provider with more than 60 years of experience providing tailor-made military insurance cover for armed forces personnel serving in the United Kingdom and abroad.