

PRESS RELEASE

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**CIRENCESTER FRIENDLY LAUNCHES TELE-INTERVIEWING
WITH MORGANASH**

- Faster turn round times
- Reduced reliance on GPRs
- Improved service for IFA
- Reduction in non-disclosure

Cirencester friendly is the latest company to use tele-interviews in a bid to improve service to IFAs. The service is provided by the leading tele-interview specialist in Europe, MorganAsh.

Cirencester friendly was established in 1890 in Cirencester which is in the heart of the Cotswolds. Primarily formed for the benefit of agricultural workers based in Gloucestershire, today the Society caters for the income protection needs of tens of thousands of customers from all walks of life from across the UK, with its award winning product “Income Assured Plus”.

MorganAsh nurses interview applicants on behalf of Cirencester friendly about their health. From today, should any further medical information be required at application stage, a tele-interview will be used for many applicants, thus reducing the need for a GPR or nurse visit.

With improved speed of application, and more diligently gathered information reducing the chance of subsequent claims being contested, Financial Advisers can only benefit.

“In these financially turbulent times, income protection is more important than ever. We are constantly trying to make our service easier to engage with, and the adoption of Tele-Interviewing is a positive step in improving our service.”

Paul Hudson, Chief Executive, Cirencester friendly.

“We are delighted to be working with Cirencester friendly in not only improving service for Financial Advisers, but also in improving the quality of information at application stage and thereby improving disclosure at any subsequent claim” commented Andrew Gething, Managing Director of MorganAsh.

Notes to Editors:

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Cirencester friendly

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Cirencester friendly was established in 1890 in Cirencester, Gloucestershire. Primarily formed for the benefit of agricultural workers based in Gloucestershire, today the Society caters for the income protection needs of over 30,000 customers from all walks of life from across the UK.

Cirencester friendly's 'Income Assured Plus' contract follows the traditional 'Holloway principle' first introduced by leading industrialist and politician George Holloway in the late 19th Century. 'Holloway style' income protection insurance combines the essential elements of income replacement insurance with the opportunity to build up a cash lump sum payable at the maturity of the contract.

Cirencester friendly is a mutual organisation. It therefore has no issued share capital quoted on a stock exchange and is owned by Members, not shareholders. The friendly society is run for the benefit of its Members who have the right to participate in the running of the Society.

Cirencester friendly was named 'Best Income Protection Provider' by Investment Life & Pensions magazine (Moneyfacts) in 2008 and won the award for 'Service Beyond the Call of Duty' in 2007.

Cirencester friendly is proud to be a member of the Association of Friendly Societies (AFS).

www.cirencester-friendly.co.uk

MorganAsh: is the leading Tele-interviewing provider in Europe.

MorganAsh employees over 100 nurse Tele-interviewers via a virtual contact centre in the North of England and Cologne in Germany. MorganAsh have a close relationship with RGA Technology Partners and use their AURA underwriting engine.

MorganAsh prides itself on the quality of customer service and the information obtained from the interviews. Typically MorganAsh collect 70% more information than traditional paper application form methods. To-date MorganAsh has completed over 100,000 interviews and has zero contested claims.

MorganAsh launched a Tele-Claims service in conjunction with SCOR Global Life (UK) in late 2007.

MorganAsh is authorised and regulated by the UK Financial Services Authority.