

PRESS RELEASE

**For immediate release
23 April 2007**

7 Whitworth Court
Manor Park
Runcorn
WA7 1WA
United Kingdom

Te: +44 870 143 6869
www.MorganAsh.com

**SHEPHERDS FRIENDLY SOCIETY LAUNCH NEW INCOME PROTECTION
PRODUCT WITH MORGANASH TELE-INTERVIEWING SERVICE**

Shepherds Friendly Society launched its new income protection product in March through IFA distribution. The product will be completely Tele-interviewed with MorganAsh nurses interviewing all clients for their health and occupational details.

Shepherds Friendly Society with their Business Development Consultant, Lorna Taylor is establishing a presence in the IFA sector by establishing relationships with the major IFA Networks.

In addition to the all the benefits of the Holloway model for adult Income Protection the product also includes the facility for an adult to insure against loss of income if they incur costs because their child is unable to attend school through illness.

Geoff Spencer; managing Director of Shepherds stated; "Our research told us that in launching a new product we needed to make it easier for advisors to deal with us than other companies. With MorganAsh Tele-interviewing all clients, we are freeing the advisor from the arduous and embarrassing task of collecting medical information. With our product they can focus on the product and financial advice." In addition he added "Advisors and networks are becoming increasingly aware of their exposed liability to their clients in having to undertake the medical interview, we consider this old model unsustainable within the Treating Customers Fairly environment. One of the major reasons for the recent decline in Income Protection sales is that consumers believe Insurers try to avoid claims because of medical conditions. The skills of MorganAsh in establishing a person's health should overcome this with a better end result for the customer".

Andrew Gething, Managing Director of MorganAsh commented; "Companies are increasingly looking to us and our Tele-interviewing service to improve the sales process, and those who have adopted it have already increased their sales revenues as a result." "While on-line applications were all the rage they have simply transferred the data input task to the advisor exposing them to an increased liability to the client."

ENDS

Notes to Editors:

Enquiries:

Andrew Gething

MorganAsh

870 143 6869 (work)

07785 724029 (mobile)

andrew.getthing@morganash.com

Geoff Spencer

Shepherds Friendly Society

0161 428 1212 (work)

07742 900345 (mobile)

gspencer@shepherds.co.uk

MorganAsh collect “independent intelligent information” on applicants for life and health insurance, forming outsourcing partnerships with life and health insurance companies to improve their new business acquisition process, reduce costs, increase revenues, and improve customer satisfaction. This involves high quality Tele-interviewing and Tele-underwriting.

Tele-interviewing is the process of using a telephone interview as a means of collecting information from applicants, for protection insurance, regarding their occupation, medical history, pastimes and potentially hazardous pursuits.

Shepherds Friendly Society Limited, one of the world's oldest mutual insurers. Based in Manchester Shepherds specialises in TAX-FREE savings and income protection, with assets of around £60 million and approximately 25,000 members.