

MORE TH>N Challenges Industry With Launch Of New Customer Loyalty Initiatives

Submitted by: ICrossing Ltd

Monday, 7 January 2008

Insurer tackles nation's irritation with loyalty not being rewarded.

MORE TH>N launches two new initiatives designed to reward customer loyalty – free home contents cover and two months' free car insurance cover ... for life

In a market place where existing customers feel that new ones always get the best deals, MORE TH>N has launched new home and car insurance initiatives offering a great deal to both.

All new MORE TH>N Car Insurance (<http://www.morethan.com>) customers will get one month's free cover. And if they haven't made an at fault claim by the time they renew their insurance, they'll qualify for two month's free cover. They will continue to get two month's free cover each and every time they renew their policy, as long as they haven't made an at fault claim.

In addition, all new MORE TH>N Home Insurance (<http://www.morethan.com/Pages/Products/Home/HomeHomepage.aspx>) customers will get free contents cover for the life of their policy, or until they make a contents claim. Even if they do make a claim, they are still able to 'win back' free contents cover if they do not claim in the following year.

The new initiatives have been developed following extensive customer research and are due to launch on 06 January 2008. Dowshan Humzah, product director at MORE TH>N, commented: "People told us that they wanted to be rewarded for their loyalty. That's why we're giving customers free contents cover or two month's free car insurance not just once but every year they stay insured with MORE TH>N."

ENDS

For further information:

Nick Dear

MORE TH>N External Communications

T: 020 7337 5602

M: 07824 839 511

E: nick.dear@uk.royalsun.com

Notes to Editors:

MORE TH>N is the direct financial services arm of Royal & SunAlliance. It offers motor, home, pet, life and travel insurance by phone and via the internet. It also offers van, shop, office, business car, hotels, property, club and contractor insurance direct to small businesses.

In December 2006 MORE TH>N, together with its parent company Royal & SunAlliance, became the first insurer in the UK to be carbon neutral. The company has cut its carbon footprint by half since 2000 and has offset the remainder by purchasing voluntary carbon reductions through the CarbonNeutral Company.

MORE TH>N is a registered trademark of the Royal & Sun Alliance Insurance Group plc and a trading style of Royal & Sun Alliance Insurance plc (No.93792). Registered in England & Wales at St.Mark's Court, Chart Way, Horsham, RH12 1XL. Authorised and regulated by the Financial Services Authority.