

LV= provides term assurance through moneysupermarket.com

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Leading protection specialist LV= has announced that its Level and Decreasing Term Assurance products*, as well as optional Critical Illness cover, are now available on the moneysupermarket.com price comparison website.

This is the first time LV= has launched its protection products online through an aggregator website. Customers can now compare the LV= life insurance (<http://www.lv.com/lifeinsurance/lifeprotection/>) and Critical Illness Cover (<http://www.lv.com/lifeinsurance/criticalillness/>) products against the others which are available in the market, as well as any additional benefits that may be offered, with the 'more than a cheque' benefits from LV= which include 'Healthy Steps', an online health assessment and advice service, as well as free terminal illness cover.

Robin Willison, LV= Financial Advice Director commented: "It's great that potential customers will now be able to compare the value and features of our life insurance against a number of other providers in the market. We are conscious of the financial pressures that many people are facing at the moment, and this move will demonstrate how competitive we are, and allow consumers to get the best value cover at a price that is right for them."

Emma Walker, Head of Protection at moneysupermarket.com said: "We have been working with LV= through our off line advice team for five years and are now delighted to welcome LV= to the moneysupermarket.com consumer facing website, as we constantly strive to provide customers with the widest choice across the market. In the current climate it is more important than ever for customers to be able to compare prices and investigate levels of cover available. This is a great move for a protection specialist like LV= as they really are helping people to look after what they love in life by joining our platform."

* Terminal Illness cover is included free and applies if the customer has less than 12 months to live, allowing customers to claim on their policy.

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About LV= (<http://www.lv.com/>)

LV= and LV= Liverpool Victoria are trademarks of Liverpool Victoria Friendly Society Limited and LV= and LV= Liverpool Victoria are trading styles of the Liverpool Victoria group of companies. The new LV= brand identity was launched in March 2007.

LV= employs more than 3,800 people, serves around 3.2 million customers and members, and manages around £7bn on their behalf. We are also the UK's largest friendly society (Association of Friendly Societies Yearbook 2006/2007, total net assets) and a leading mutual financial services provider.

LVFS is authorised and regulated by the Financial Services Authority and entered on the Financial Services Authority Register No. 110035. LVFS is a member of the ABI, AMI, AFS and ILAG. Registered address: County Gates, Bournemouth BH1 2NF.

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