

Confused.com invites public to become burglars for the day

Submitted by: pr-sending-enterprises

Monday, 30 July 2012

Confused.com is offering members of the public the opportunity to burgle a house filled with the most-stolen items, including iPads, Kindles and laptops.

To promote the need for home insurance (<http://www.confused.com/home-insurance>), Confused.com is giving members of the public the chance to become a legal burglar for a day and nabbing themselves items to keep in the process.

The first five people to correctly enter the right answer to the clues hidden in the video on this page <http://bit.ly/Oft9TA> will be sent a further video link with more information about taking part in the experience.

This link will provide more details about where to begin their experience, where they'll be met by a member of a burglary crew. From there, the successful burglars will be told more while in transit, and allowed to keep items they successfully find while inside the empty house.

The 'burglaries' will take place in a secret location and will also be filmed and assessed by a security expert, in order to show members of the public how best to protect their home and possessions.

Those not amongst the first five to correctly answer can enter a further draw to win a home security robot with built in webcam, to help them keep an eye on their home no matter where they are.

Sharon Flaherty, head of content at Confused.com said: "We looked at the most-burgled items and perhaps unsurprisingly, electrical goods such as tablets, video game consoles and laptops topped the list. So many people go without contents insurance, or have insufficient cover, and we wanted to highlight the issue, while giving people the chance to have a unique experience.

"Much of the experience is being kept secret, but we will be releasing footage after the burglaries themselves. Many burglars are opportunistic individuals, and not professionally put-together crews as Hollywood would have you to believe. As such, our footage will be as close to burglary as you can legally get, demonstrating just how an intruder might find his or her way around your house."

- ENDS -

About Confused.com:

Confused.com was the UK's first price comparison site for car insurance (<http://www.confused.com/>). Confused.com is one of the UK's biggest and most popular price comparison services. Launched in 2002, it generates over one million quotes per month. It has expanded its range of comparison products over the last couple of years to include home insurance, online life insurance (<http://www.confused.com/life-insurance>), pet insurance, van insurance, motorbike insurance, breakdown cover and energy, as well as financial services products including credit cards, loans, mortgages and life insurance (<http://www.confused.com/life-insurance>).

Confused.com is not a supplier, insurance company or broker. It provides an objective and unbiased comparison service. By using cutting-edge technology, it has developed a series of intelligent web-based solutions that evaluate a number of risk factors to help customers with their decision-making, subsequently finding them great deals on a wide-range of insurance products, financial services, utilities and more. Confused.com's service is based on the most up-to-date information provided by UK suppliers and industry regulators.

Confused.com is owned by the Admiral Group plc. Admiral listed on the London Stock Exchange in September 2004. Confused.com is regulated by the FSA.

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