



Immediate Release

Elite Insurance Sponsors Saracens Rugby Club

25 August 2011 - Elite Insurance Company Ltd ("Elite" or the "Company"), the legal expenses and niche lines insurer, is delighted to announce that it has signed a deal to become a shirt sponsor of Saracens Rugby Club, the current Aviva Premiership Champions (2010/11). With an average attendance of over 22,000 at home matches, held at both Vicarage Road and Wembley Stadium, Saracens' success on the pitch has heightened the club's popularity off the pitch.

The new shirt for the upcoming season with Elite's logo on the right sleeve will be launched later today when Saracens face Connacht in a pre-season friendly. The match will kick off at 18.45 at the Honourable Artillery Company in the heart of the City of London.

Elite's sponsorship will initially be for one year and covers all games in the Aviva Premiership, the LV= Cup and the Heineken Cup.

This sponsorship is part of a major drive by Elite to promote the general insurance side of the business in the UK and internationally. Given the high level of exposure to Rugby Union games via Sky Sports, ESPN and ITV as well as national/local radio and newspaper coverage, Elite's profile will be raised and reinforced by the partnership with Saracens.

Elite is a niche insurer licensed to underwrite insurance for legal expenses, miscellaneous financial loss, general liability, suretyship, and other tranches within the insurance sector. The Company underwrites for many jurisdictions including the UK, France, Italy, Spain, Germany and Ireland.

Jason Smart, CEO of Elite Insurance, commented:

"This is a great opportunity for us to fly our flag in the UK and globally. Saracens are at the top of their game and as a sponsor, we are delighted to be associated with their continuing success."

Mark McCall, Saracens Director of Rugby, commented:

"We are delighted to welcome Elite Insurance into the Saracens family of commercial partners – they are an ambitious, dynamic, people-orientated organisation with a fantastic work ethic, which is exactly what we aspire to be... so the 'fit' is very good, and the squad looks forward to delivering outstanding value to Jason and the Elite team."

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Notes to Editors:

Elite Insurance Company Ltd

Elite Insurance Company Ltd is licensed by the Financial Services Commission of Gibraltar under the Insurance Companies Act 1987 to carry on insurance business in Gibraltar. Elite is licensed to underwrite legal expenses insurance and miscellaneous financial loss insurance.

Elite is authorised by the Financial Services Authority, under its passporting scheme, to write policies in the UK under authorisation number 446926.

All Elite's products are sold through Elite Business Development Ltd trading as Elite Litigation Services which has Financial Services Authority authorisation to act as an insurance intermediary, under authorisation number 440699, and is the UK marketing arm of Elite Insurance Company Ltd.

Elite is a member of the Association of British Insurers (ABI). All our consumer products come with the protection of the Financial Services Compensation Scheme (FSCS) and Elite is a member of the Financial Ombudsman Scheme (FOS).

Elite's range of products and services include after the event legal expenses insurance covering:

- Personal Injury & RTA
- Clinical Negligence
- Insolvency and Bankruptcy
- Commercial and Civil
- Defamation
- Financial Mis-selling
- Scheme and bespoke legal expenses insurance
- Before the event legal expenses insurance
- Litigation funding loan protection insurance
- Gap
- Decennial
- Pet

www.elite-insurance.co.uk