



*EIS COMPLETES REBRANDING EXERCISE TO BECOME*

## **BARBON INSURANCE GROUP LIMITED**

### **New name and corporate identity provides platform for an ambitious growth strategy**

Erinaceous Insurance Services Limited (EIS) is delighted to announce the completion of its rebranding exercise and from today will operate as Barbon Insurance Group Limited. The name change and unveiling of the new corporate identity reinforces the company's position as one of the UK's leading independent property and commercial insurance brokers

Following the recent sale to a new investment company owned by three major UK banks and subsequent extensive strategic review, Barbon Insurance Group was chosen as the name which best fits the changing face of the business. It also demonstrates our renewed focus on providing innovative, best of breed insurance and risk management solutions to our market leading brands' target sectors.

***Leslie Goodman, Executive Chairman of Barbon Insurance Group comments: "The completion of the rebranding process means we can finally shake off the shackles of the past and start to implement new initiatives designed to enhance our position as a highly competitive insurance and risk management business.***

***Leslie continues: "The rebrand is more than a simple name change; it is a key element in an ambitious growth strategy which is being driven by significant recruitment across all areas of the Group – especially in sales. It also reflects our total commitment to the relationships with our loyal existing clients and our intention to identify and develop new exciting business products and opportunities."***

8 August 2008

**ENDS**

Note to editors:

Barbon Insurance Group Limited is authorised and regulated by the Financial Services Authority. It has a gross written premium of more than £150 million and is committed to delivering innovative insurance solutions, as well as risk management and consultancy services. It has built an impressive reputation through knowledge, experience and a commitment to understanding its customers' businesses.

The new name for the company is derived from Dr Nicholas Barbon who is credited with being the 'Father of Fire Insurance' after introducing fire insurance for buildings to England after the Great Fire of London. He was also one of the major re-builders of the city, developing large parts of London for both commercial and residential use

In 1680 Dr Barbon was instrumental in forming the first fire insurance company to insure buildings, known as the Fire Office, located behind London's Royal Exchange. His fire office formed the first Municipal London Fire Brigade.

Barbon Insurance Group brands include Keelan Westall, Cadogan Keelan Westall, Deacon, Cadogan Hanover Park (SaifInsure, TruckInsure, Plastech, Performance Media and CareAssured), HomeLet, BibaLet, Letsure and Farr.

Barbon Insurance Group Limited is wholly owned by leading banks HBOS, HSBC and Lloyds TSB.

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