



NEWS RELEASE

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BARBON LAUNCHES THE 'BOSCA'S'

Culminating in a Hollywood Oscar-style Awards ceremony at Madame Tussauds

Staff at Barbon Insurance Group Limited (tel: 01420 488288 or visit www.barbon.com) won't have to wait until London 2012 to experience the Olympics, as they'll be having an event of their own – Barbon's Olympic Super Champion Awards or BOSCA's.

All part of Barbon's increased focus on reward and recognition for staff, the company won't be expecting members of its team to run a marathon or endure any other type of physical activity.

Explains Richard Walden, HR Director at Barbon: "Between July and December this year, each Barbon business will select its own Olympic Champion in each of Barbon's five strategic objectives: Up Sell / Cross Sell, Cost Reduction, People, Internet Development and New Business. At the awards ceremony one Barbon BOSCA winner for each category will be selected from amongst those nominated.

He continues: "In addition each Business Unit and Business Support section will select their Employee of the Year to attend the ceremony. On the night, awards will be given for the overall Barbon's Employee of the Year and Barbon's Business Support Star of the Year.

"From the seven BOSCA's awarded, one winner will be selected as Barbon's Overall 2010 BOSCA champion" he concludes.

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As well as fantastic prizes for category winners, the top prize for Barbon's number one champion will be an expenses paid trip for two to Hollywood, Los Angeles.

Barbon CEO, Martin Oliver, says: "Each Head of Business will establish and publish the criteria he or she will use to select their Olympic Champions, and will regularly update staff on who is in contention and why. This is our number one recognition event for staff and we anticipate much excitement and increased motivation over the next few months."

Guests attending the BOSCA's presentation ceremony will arrive via the red carpet at the main entrance of Madame Tussauds in London. A drinks reception with the 'A List' party including David and Victoria Beckham, Samuel L Jackson, Nicole Kidman and Leonardo DiCaprio, will be followed by guests meeting Hollywood stars in the World Stage Ballroom where dinner will be served. Celebrities will include Marilyn Monroe, Jim Carey, Shrek and Spiderman!

Barbon's leading brands include Keelan Westall, Cadogan Keelan Westall, Deacon, Cadogan Hanover Park (SaifInsure, TruckInsure, Plastech, Performance Media and CareAssured), HomeLet, Letsure, BIBALet and Farr.

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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.

Barbon is wholly owned, through Caley Limited, by leading banks HSBC and Lloyds Banking Group.

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