



Sleek new look for Vero

Friday, 2 June 2006: Vero Insurance Limited (Vero), has launched a new-look website with many improved functions to benefit Vero's brokers and customers.

The website's improvements include easier navigation, more product information to download, more detailed pages for brokers and a new Product Finder tool.

Anthony Brown, Head of Brand and Marketing at Vero said the exciting new website has many improvements including a fresh and sleek design and is very user friendly.

"Most importantly, the website provides both brokers and customers with a greater opportunity to find out more about Vero's insurance solutions - fast. Naturally, it still directs customers to our intermediary channels, which shows strong support for our brokers and agents", he said.

Vero conducted extensive user testing in February 2006 to find out what customers want from Vero's website. During individual sessions that took 75 minutes, the participants were given a series of tasks to complete. They then provided feedback on the website's overall design, content, layout and efficiency.

The research findings indicated that some improvements could be made to better meet the requirements of both end-customers and brokers. A task group was then put together to improve navigation, revamp the content and provide extra features.



ENDS

Editor's note

Vero Insurance Limited ("Vero") is a subsidiary of the Promina Group Limited, which is one of the top 50 companies listed on the Australian Stock Exchange. Vero, formerly Royal & Sun Alliance Insurance Australia Limited, has for many years been offering highly specialised solutions to its large range of customers.

Vero is one of Australia's largest intermediated general insurance companies and has 19 branches across Australia, providing a suite of quality specialised risk management products and services through brokers, corporate partners and risk managers.

For further information please contact:

Sue Repanellis
Communications Manager
Vero
Tele: 02 9978 2641
Mobile: 0407 210 710

Danielle Fanning
Media Executive
Vero
Tele: 02 9978 2048