

media release

Vero launches new team for innovation

Sydney, 22 June 2006: Vero Insurance Limited (Vero) has created a New Product Development (NPD) team to continue to deliver new and innovative insurance solutions to the market.

The new team consists of two full-time product developers who at times will be joined by specialist staff and consultants from Vero's specialist business units, depending on the requirements of the product being developed.

Mr Anthony Brown, Head of Brand, Marketing and Product Development at Vero, said the development of new products is essential to Vero's long-term growth plans.

"The robust new product approach at Vero helps us to continue to deliver new products that are relevant to our customers. A number of brokers have approached us in the last 12 months requesting further innovation in some of our specialist products and an increased dedicated focus is required to support this," he said.

A number of products will be developed concurrently, at different stages of development.

"Vero's flexible and customised new product development approach is an exciting step forward for Vero", Mr Brown said.

ENDS



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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.

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