



PRESS RELEASE
16 February 2010

Insurance sales lead to a new set of wheels for lucky Travel Counsellor

Worcestershire based Travel Counsellor Anne Long is celebrating this month after being presented with the keys to a brand new MINI Cooper as a reward for her outstanding insurance sales throughout the month of January.

The company launched the new incentive in January in partnership with leading insurance provider, Mondial Assistance, who provide a bespoke travel and assistance package* to its Travel Counsellors. Every month throughout 2010 a different competition will be run with the winner receiving the keys to the sporty number for a month. There will also be a video and photograph diary running throughout the year so the company and its agents can keep up to date with the 'Mondial MINI's latest adventures.

January's winner Anne, who sold Mondial policies to over half of the customers she booked throughout the month, is thrilled at receiving the keys to this fantastic prize; "I was so excited when I received the call from head office informing me that I had won the 'MINI For A Month' competition. To be honest during January I wasn't really thinking of how many insurance policies I was selling to my customers with their travel arrangements. The insurance Mondial offers is such a good product it really sells itself. I am so proud to have won this prize and love the fact that my hard work has been recognized by the company. I just can't wait to take the new motor for a spin!"

Travel Counsellors started working with Mondial Assistance last year in order to provide its agents and their customers with the best possible travel cover which reflects the same calibre of service and attention to detail that the company prides itself on. This includes a tailor made 'fit to travel' product offering insurance for those up to the age of 89 on a single trip basis. With a focus on providing a premium level of customer care, the policy has two levels of coverage, ensuring it meets the needs of all Travel Counsellors' customers.

Travel Counsellors Sales Director Malcolm Hingley comments; "We are delighted to be working with Mondial Assistance, which like us is dedicated to providing excellent customer care. We launched the competition to encourage our agents to offer this great product to their customers when booking their travel arrangements and it has proved an unquestionable success, with most of our agents having now booked policies with Mondial. We look forward to continuing this partnership and I wish Anne every enjoyment with her new wheels!"

** Mondial Assistance Europe N.V. is the insurer*

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About Travel Counsellors: Travel Counsellors is the world's largest home-based travel company with turnover at the end of its last financial year (Oct 31 2009) of £255 million. Founded in 1994 it currently has over 1,100 travel consultants who work from home with the support of over 170 staff at the company's UK headquarters in Bolton and overseas offices. The company operates in the UK, Ireland, the Netherlands, South Africa, Australia, Canada and the US. In the UK, the Travel Counsellors Trust financially protects everything booked by the customer free of charge. Travel Counsellors was the winner of the prestigious Queen's Award for Enterprise in 2003-2008, the technology category of the 2005 CBI Growing Business Awards and was voted Travel Agent of the Year by readers of the Guardian, Observer and Guardian Unlimited in 2006, 2007 & 2009.



For further information contact:

Victoria Fox

Tel: 00 44 1204 536 191

E-mail: victoria.fox@travelcounsellors.com