



PRESS RELEASE

QBE ANNOUNCES RFU PRESIDENT'S XV SPONSORSHIP

London, 19 March 2010

QBE, the specialist business insurer, has announced it will sponsor the President's XV Awards; an RFU initiative which seeks to identify and reward best practice in community rugby clubs.

The four-year deal complements QBE's status as Official Insurance Partner of the Guinness Premiership and England Rugby.

Now in its fourth year, the President's XV Awards, supported by QBE, celebrate projects that have been run in a voluntary capacity at rugby organisations within the last 12 months. The winning project in each of the 15 award categories receives £500, with two highly commended projects in each category receiving £100 for their club.

QBE will be heavily involved in the announcement of the winning schemes later this month. Having already been involved in judging the winners, QBE will also receive extensive branding rights and presence at each presentation.

Supporting the awards forms part of QBE's *Developing Talent* programme, which will see the insurer encourage development of the game at a grassroots level, and engage QBE employees in activity that contributes towards this goal.

The sponsorship will be supported by an internal communications campaign within QBE, which will encourage employees to get involved in the winning schemes. In the next year, QBE will escalate activity to further integrate the awards into the business, starting with the 2010/11 nominations in November.

Helena Christopher, Head of Corporate Communications at QBE European Operations, said: "Having launched our partnership with the RFU earlier this month we are delighted to announce the sponsorship of the President's XV Awards. QBE strongly believes in rewarding



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entrepreneurialism and strategic thinking, and the President's XV Awards embody these values.

"In addition, the scheme enables us to engage QBE employees in the sponsorship; something that is incredibly important to us."

Steven Burns, CEO of QBE European Operations, commented: "QBE has made a commitment to the sport of rugby at all levels, from the RFU itself to the grassroots volunteers. This partnership is another step towards expanding our business across the UK, through aligning ourselves with elite properties that represent our brand values as a leading specialist business insurer."

RFU President John Owen said: "For QBE to put their name to such a superb scheme is a real boost for the 50,000 volunteers without whom our great game of Rugby Union in England would not function.

"The President's XV Awards give rugby organisations an opportunity to showcase their good ideas, earn prizes and recognition for their ideas and, more importantly, to share their ideas and examples of best practice with a wider audience.

"We've had a record entry of 296 this year, up 33 per cent, which is always gratifying because it underlines the extent to which club volunteers are working hard at developing and progressing our game. We look forward to announcing the results in due course."

The winners of the President's XV Awards will be announced later this month.

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Notes to editors

About QBE

Founded over 100 years ago, QBE is a specialist business insurer, now operating out of 47 countries across the globe. We have been active in the UK since 1904, originally within the marine insurance market, but branching out more recently to offer commercial insurance to companies across the UK. At the end of 2009, the Group's turnover was over £7.2bn.

We provide insurance for a broad range of business categories, including property, motor (commercial, bus and fleet), public and product liability insurance, employers liability insurance, professional indemnity, leisure and sport, marine, energy, aviation, and bloodstock.