



**PRESS RELEASE**  
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**QBE AND PREMIER RUGBY ANNOUNCE SPONSORSHIP  
DEAL**

**London, 21 October 2009**

QBE, the specialist business insurer, announced today it has signed an agreement to become the official insurance partner of the Guinness Premiership. The agreement, which starts immediately and runs through to the end of July 2012, will see QBE's name and logo appear on the back of all team shirts in the Guinness Premiership, European competitions and the Anglo Welsh Cup.

The Guinness Premiership is the most competitive league in world rugby, attracting the best players and the highest attendances. As official insurance partner, QBE will enjoy a major rights package which will provide the platform to significantly increase its brand awareness across the UK.

QBE Insurance Group is one of the world's leading international insurers, headquartered in Sydney, Australia. It operates out of 45 countries across the globe, doing business in over 100. QBE has been active in the UK since 1904, originally within the marine insurance market in London, but has grown substantially in the last 10 years to offer specialist commercial insurance to companies across the UK. At the end of 2008, the Group's UK turnover was approximately £3bn, making it one of the largest insurance firms in the UK.

*Steven Burns, CEO QBE European Operations, commented:* “This is a fantastic partnership for QBE. We are excited to be working with Premier Rugby and proud to be a partner of the most successful rugby union league in the world.

“We are actively building our UK profile via our national business, and seven UK offices and we see our sponsorship of Premiership Rugby as a great opportunity to drive an increase in brand awareness in the UK. We also believe this partnership will provide us with a number of business development opportunities.”

*Jon Varney, Commercial Director of Premier Rugby, added:* “We are delighted with this partnership and feel there is a strong strategic fit between the two organisations. Like QBE, we are growing rapidly, with attendances more than doubling since the league began in 1997. It is an exciting time for Premiership Rugby and we look forward to working with QBE.”

-- Ends --

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**Note to Editors:**

**ABOUT QBE**

Founded in Australia over 100 years ago, QBE Insurance Group is a specialist business insurer, now operating out of 45 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 2008, the Group's turnover was over £6bn, making it one of the largest insurance firms in the UK.

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

In the UK QBE is rated a leading insurer for claims service,\* among the top three insurance companies for service overall by *Insurance Times*, 2008 and was chosen as 'most competitive insurer' in July 2009\*\*.

\* June 2009, source: Gracechurch Survey

\*\* Source: Insurance Times

**ABOUT PREMIER RUGBY LIMITED**

Premier Rugby is the umbrella organisation which represents the 12 Guinness Premiership clubs who compete in the Guinness Premiership, European competitions and the Anglo-Welsh Cup. It was created in 1997 when domestic rugby union went professional in England. Premier Rugby and the clubs have a combined turnover of in excess of £100m, making it the biggest rugby business in the world.