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### QBE TO SUPPORT RFU PRESIDENT'S XV AWARDS

**London, 25 March 2010**

QBE, the specialist business insurer, has announced it will support the President's XV Awards; an RFU initiative which seeks to identify and reward initiatives that promote the development of rugby at a grassroots level.

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 also 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 activity 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 its involvement 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 last month, we are delighted to be supporting



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the President's XV Awards. QBE strongly believes in rewarding entrepreneurialism and strategic thinking, and the President's XV Awards embody these values.

"In addition, the scheme enables us to engage QBE employees in our sponsorship of rugby; 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:* "It's great to see so much imagination being applied to produce a wide range of initiatives, which are then transferred from the drawing board into working ideas which benefit the game and the communities they serve. Previous entries have underlined not only the quality of the work being done, but also the extraordinary level of creativity and imagination which is being applied. This year's entry is no exception."

"The President's XV Awards give 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."

More information on the President's XV Awards can be found on [www.qbeeurope.com/rugby](http://www.qbeeurope.com/rugby)

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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.