



PRESS RELEASE

ENGLAND RUGBY STARS LAUNCH RFU PARTNERSHIP

London, 03 February 2010

England Rugby stars Mark Cueto, Nick Easter and Toby Flood were in the City of London today to help specialist business insurer QBE launch its partnership with the RFU, as the Official Insurance Partner of England Rugby.

QBE's four-year deal with the RFU, which starts immediately, will bring significant advertising, hospitality and business development opportunities to the specialist business insurer. QBE is also Official Insurance Partner of the Guinness Premiership.

Cueto, Flood and Easter were on hand to meet and greet brokers and employees in QBE's European head office in the City of London and to discuss their thoughts ahead of the upcoming centenary tie with Wales this weekend.

England winger Mark Cueto said: "It's great that QBE has come on board with the RFU. Its help will go a long way to developing the game."

Fly-half Toby Flood added, "Sponsorship is vital for investment in the game, and it is superb news that QBE will be assisting the RFU over the next four years, in what will no doubt prove a pivotal era for England Rugby."

Steven Burns, CEO QBE European Operations, commented: "We undertook the partnership with the aim of raising brand awareness and growing our business. Partnering with the RFU not only provides us with high-profile opportunities to showcase our specialist capabilities, but also provides a wealth of new business opportunities."

Burns added, "It was great to have three top England players at Plantation Place. It certainly generated a lot of excitement in the office and we look forward to seeing how they all get on at the game on Saturday."



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Helena Christopher, Head of Corporate Communications, commented: "This partnership is an important step toward building our profile within rugby union and we are delighted to be working with the RFU, especially as we are able to become involved in all levels of the game."

Paul Vaughan, Business Operations Director at the RFU, said: "Bringing QBE on board is a great acquisition for the RFU. Their specialist knowledge and commitment will help us deliver on our commitment to developing the game, at both the grassroots and elite level".

-ENDS-

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Photography from the event will be distributed from Getty Images.

Stills Photography & Video of the QBE Sponsorship Launch will be available from Image.net
www.image.net

Registration is free and can be completed @
<https://www.image.net/xads/actions/inuserRegistration.do>

Notes to editors

ABOUT QBE

Founded in Australia over 100 years ago, QBE 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. It is one of the largest insurance firms in the UK.



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We provide insurance for a broad range of business categories from car manufacturers to riding stables. Our core insurance offering includes property, motor (commercial, bus and fleet), public and product liability insurance, as well as aviation and marine.

ABOUT THE RFU

The Rugby Football Union is the National Governing Body for rugby union in England and supports participants and fans from the grassroots to the national team.