



New ProductWriter Website set for launch

A new ProductWriter website will be launched by Polaris on 5th November 2008.

The website - www.productwriter.co.uk - will enable licensed users to share hints and tips on ProductWriter, whilst also making it much easier for both the general public and existing users to find out about the software.

“The objective of ProductWriter is to make it as simple as possible for insurers to build products both for in-house use and for the distribution to intermediaries,” said Martin McLachlan, Polaris Managing Director

“The ProductWriter website will help users to achieve this by allowing them to share information about usage and to act as a repository of information”.

The existing Polaris website www.polaris-uk.co.uk will continue as the place where licensed users can access ProductWriter software updates.

If you are an existing ProductWriter licensee and would like to register for the website, please email Ben.Turner@polarisplus.co.uk with your name, company and email address.

Ends

November 2008

Notes to Editors

For further information please contact Ben Turner, Polaris U.K Limited on 020 726 55 753 or E-mail ben.turner@polarisplus.co.uk

About Polaris UK Limited

Polaris U.K. Limited is owned by insurers and brokers. Its objective is to make the marketplace more cost-effective and efficient by providing infrastructural technologies. Polaris supplies industry data standards, both EDI and XML, software (ProductWriter and Run Time Environment) to define insurance products both for in-house use and for the distribution to intermediaries and *imarket*, the industry portal linking brokers and insurers.

ProductWriter is used for product definition by all major insurers, including Allianz, AXA, Fortis, Groupama, Norwich Union, RSA, Towergate and Zurich Financial Services. The Polaris rating engine is embedded in many software house systems – e.g. those supplied by Acturis, Insurecom, SSP, including Sirius, and Transactor. Large brokers such as the AA and banks such as Lloyds TSB also use Polaris' rating engine.