

MEDIA RELEASE

26 November 2012

New Zealand's Travelsure to be rebranded as Cover-More

New Zealand's Travelsure Travel Insurance is rebranding to Cover-More officially on 5 December 2012, as the travel insurance company connects their brand to their growing presence in Asia Pacific. Cover-More now has offices in Auckland, Sydney, Brisbane, Kuala Lumpur, Shanghai and Mumbai in addition to their longstanding presence in London.

NZ General Manager for Cover-More, Scott Tasker, said that New Zealand travel agents and the travelling Kiwi public will continue to enjoy the same high quality travel insurance products and emergency medical assistance service from the same team based in Auckland.

"This is a change in name only. We have always been part of Cover-More Group and Travelsure has been providing specialist travel Insurance products to the New Zealand market since 2007.

"Our business partners and agents can be assured that Cover-More New Zealand will carry on the same great service and level of customer care they enjoyed and depended on under the Travelsure brand," he said.

Cover-More's Director of Growth, Innovation and Marketing, Cameron Pearson, said the rebrand is about building on Cover-More's expanding brand reputation in the Asia Pacific region as a diversified travel insurance and medical emergency assistance specialist.

"New Zealand remains an important market for our group and we are pleased that we are able to have one master brand identity in the region," he said.

Cover-More is the largest travel insurance and medical assistance provider in Australasia, with more than 400 insurance and emergency assistance specialists in the region and active plans to expand their presence throughout Asia Pacific.

The Cover-More Group was established in 1986 in Australia.

ENDS

Press Enquiries

All press enquiries should be directed to Maureen Mullins
Tel: (+61) 0416 118 011