

Borehamwood, December 16th 2004

Pinnacle Insurance adopts Global branding

The Pinnacle Insurance Group will be known as CARDIF PINNACLE as from the new year. The UK-based general insurer has been part of CARDIF/ BNP Paribas since 1991 and is now capitalising on the worldwide profile enjoyed by the French banking and bancassurance group.

Pinnacle Insurance Communications Director, Steve Devine, comments on the benefits of adopting the new corporate identity:

“Good brands are a major asset in the race to stay ahead of the competition, and we have decided that the time is right to adopt our parent’s strong global identity for all our business including our creditor, extended warranty and investment product lines. This will enable us to derive greater benefit from the strength of the group’s image, whilst retaining the domestic goodwill and brand value relating to the Pinnacle name.

Our integration with the Cardif brand directly associates Pinnacle with an insurer that operates in 29 countries, and a global banking entity - BNP Paribas Group - that has a worldwide presence in no less than 85 nations!

This enhanced profile will help to promote our business relationships with many existing and prospective international clients.”

Pinnacle Insurance plc will continue to exist as the primary underwriter for the Group’s business lines but all future sales and marketing will be branded in the new CARDIF PINNACLE trading style.

About CARDIF PINNACLE

Formed in 1971 as Pinnacle Insurance plc, CARDIF PINNACLE, as the Group will be known, forms part of global banking group, BNP Paribas. The trading style, CARDIF PINNACLE, incorporates the name of Pinnacle’s longstanding parent company, Cardif SA.

CARDIF PINNACLE will continue Pinnacle Insurance’s role as one of the UK’s leading providers of creditor, warranty and special risks insurance which has diversified into a range of other protection-based products including Medical Cash Plans, Sports Injury, Pet Healthcare, Accidental Death, Personal Accident, and Income Replacement cover.

The Group has also established itself as a broad based supplier of financial services including an investment bond and savings division and a contact centre and outsourcing company, FTS.

Parental links with BNP Paribas have helped CARDIF PINNACLE to develop business outside the UK in Ireland, Sweden, and the Republic of South Africa.