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PRESS RELEASE

PROFICIENCY SOLUTIONS IS NAMED AS A 'BRIGHT BUSINESS'

Cardif Pinnacle's e-learning and assessment package 'Proficiency Solutions' has received recognition from 'The National Business Awards sponsored by Orange'. Proficiency Solutions recently received 'Highly Commended' certification in the 'Orange Award for Bright Business' category.

The aim of 'The National Business Awards' is to recognise excellence, best practice and innovation throughout the UK business community. The training packages offered by Proficiency Solutions, which specialises in general insurance regulation training and assessment, caught the eye of the judges with their ground breaking products designed to improve commercial prospects, performance and results for companies selling general insurance.

Cardif Pinnacle's commercial director Martin Crannis commented:

"We originally set up Proficiency Solutions to train our own staff and those of our client companies in compliance related issues ensuring that income streams were maximised post general insurance regulation which took place earlier this year. Such was the interest from other parties that we allowed wider access to our training solution. The demand has been incredible. Such was the success of the original offering that many new modules have been added covering a wide range of financial services activity. We are delighted with this recognition from The National Business Awards."

Since Proficiency Solutions launched just over a year ago:

- over 13,000 individuals have been registered;
- over 65,000 on-line assessments have taken place; and
- over 22 modules have been launched (now including Anti-Money Laundering and Data Protection).

During Proficiency Solutions' second year a whole host of additional features and benefits will be added to both the site and its content. If you would like to find out more please call Martyn Wailen, Proficiency Solutions Executive on 020 8207 9278.

Notes for Editors:

The National Business Awards: The aim of The National Business Awards, is to reward and recognise excellence, best practise and innovation throughout the UK business community. Judges looked for evidence of three guiding principles in all categories: commercial success, innovation in performance improvement, and ethics in respect of legislation, regulation, the environment and the rights of all stakeholders.

Supported by organisations ranging from the Institute of Directors to the Chartered Institute of Marketing, The National Business Awards is becoming the most visible and sought-after endorsement of corporate and individual achievement in the UK.

The National Business Awards attract intense interest reflecting the fact that the programme is the first of its kind to cater to all business sector categories and organisations of all sizes, from the achievements of new ventures to FTSE100s.

For further information regarding the National Business Awards visit: www.nationalbusinessawards.com or contact Head of Public Relations, Robert Janes, tel: 020 7234 8725; email robert.janes@questmedia.com.

About Cardif Pinnacle (www.cardifpinnacle.com). Formed in 1971 as Pinnacle Insurance plc, Cardif Pinnacle, as it is now 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 continues to be one of the UK's leading providers of creditor, warranty and special risks insurance which has in more recent years 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 Cardif Pinnacle Group has also established itself as a broad based supplier of financial services and investment products. It provides competitive, tax efficient, investment products both through Independent Financial Advisors (IFAs) and direct to the public. Sister company, Financial Telemarketing Services Ltd, provides telemarketing and outsourcing to leading Banks, Building Societies and Finance Houses. Parental links with BNP Paribas have helped Cardif Pinnacle to develop business outside the UK in Ireland, Sweden, and the Republic of South Africa.

Press contact name:

Martin Ring: Media Relations Manager

Tel: 020 8207 9724

Fax: 020 8327 0298

E-mail: martin.ring@cardifpinnacle.com