

March 2nd, 2006



PRESS RELEASE

PROFICIENCY SHORT-LISTED BY AM AWARDS

Cardif Pinnacle* is delighted to announce that its group regulatory and insurance based e-learning and assessment package Proficiency Solutions, ** located at www.proficiencysolutions.co.uk has been short-listed in the 'Training Innovation' category of the AM Awards.

Proficiency Solutions is a web-based system that provides learning modules, a secure test site, comprehensive management information and a thorough audit trail for regulatory compliance. It is an established training provider with nearly 300 client organisations including major institutions from a wide range of markets.

The AM Awards are highly prized by all motor-related sectors of industry and commerce. The Awards are not restricted to major players; they are contested by single franchised dealerships, car bodyshops and multinational motor manufacturers alike. The Awards honour outstanding quality, service and innovation judged against a matrix of factors that best characterize top business practice.

Developed in-house by the Cardif Pinnacle group of companies, Proficiency Solutions offers users highly effective accredited learning and assessment via an interactive e-delivery mechanism. The modular system increases the knowledge and competency of employees in an increasingly regulated market where excellence is the required standard for anyone engaged in the sale of financial products to consumers.

Martin Crannis, Cardif Pinnacle's international director comments:

"I am delighted that Proficiency Solutions has been short-listed by the 2006 AM Awards. Reaching this level in such a prestigious event is evidence of Cardif Pinnacle's ongoing commitment to the automotive market and the innovation we apply to our mutual benefit".

* Cardif Pinnacle is a trading style of Pinnacle Insurance plc

** Proficiency Solutions is a trading style of Cardif Pinnacle Insurance Management Services plc.

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 names:

Martin Ring: Media Relations Manager
Tel: 020 8207 9724
Fax: 020 8327 0298
E-mail: martin.ring@cardifpinnacle.com

Steve Devine: Director, Corporate Communications
Tel: 020 8207 9720
Fax: 020 8327 0298
E-mail: steve.devine@cardifpinnacle.com