



**PruProtect Press Release
July 2013**

PruProtect to Give Away Over £100,000,000 Free Children's Cover

PruProtect is unique in allowing our policy holders to add Serious Illness Cover (SIC) for their children to any personal Protection plan, even if the adults do not opt for SIC themselves, up to a maximum of £100,000.

To highlight this important feature, we are launching a promotion which will give £10,000 of SIC for Children free for 3 years to customers taking a PruProtect plan between July and August 2013.

The cover will protect families against the financial hardship caused when a child suffers a serious illness, such as a childhood cancer, which affects around 1700 under 15s in the UK each year*.

Many parents do not consider the impact a child becoming seriously ill could have on their finances; costs such as time off work, travel to and from hospitals and childcare for other children in the family can add up to huge sums and it is important people are aware that insurance is available and can cost under £1 per month**.

In addition, clients choosing to take out our Vitality Plus option will benefit from their children being able to enjoy rewards, including a free weekly cinema ticket, meaning they will benefit from their cover even if they never need to claim.

PruProtect will also be donating £5000 to Great Ormond Street Hospital to support those already affected by childhood illness.

Speaking about the offer **Justin Taurog**, Distribution and Marketing Director for PruProtect, said:

"We have always been advocates of parents taking SIC to protect their children, even if they choose not to take the cover themselves. We want to raise awareness of this vital and incredibly cost effective cover and I am confident this promotion will do just that.

Although we have only been operating in the UK for fewer than five years, we have already seen claims made on our children's SIC and we know from talking to those policy holders how valuable the cover has proved."

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Notes to Editors

*source: MacMillan Cancer Support

**based on £10,000 cover for a child aged 4 years

- £100m total cover estimate based on predicted sales and average number of children per policy over the promotion period
- £10000 of Primary Serious Illness Cover per child for every PruProtect plan put on risk between 01/07/13 and 31/08/13
- Cover remains free for initial 3 years, thereafter policyholders can choose to continue with the cover at an increased premium or remove the cover from their plan
- Only applies to new business
- Minimum premium £25
- Only applies to children who are between 3 months and 18 years of age before the policy is taken out
- No limit to number of children covered on each plan
- Policyholder must notify PruProtect of child's name and age at point of application

The information contained in PruProtect's press releases is intended solely for journalists and should not be used by consumers to make financial decisions. Full consumer product information can be found at pruprotect.co.uk.

Media enquiries

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About PruProtect

PruProtect is a partnership between Discovery, a South African insurer with a reputation for fresh thinking and Prudential, one of the most familiar and trusted financial providers in the UK. So, while our plans are groundbreaking and designed for the way people live their lives today, they still come with the stability and financial security of a company that's been successful for more than 150 years.

We offer a full menu of personal and business protection products from which customers can choose when building their protection plan. Whether customers are moving into their first home, starting a family, building a business or thinking about the inheritance they'll leave their loved ones, our range is designed to give them the cover they need.

At PruProtect we also believe that encouraging our members to lead a healthier lifestyle is just as important as looking after them when they are ill. So in addition to offering comprehensive cover, our plans come with Vitality - a healthy living programme. Vitality helps members get healthier and saves them money at the same time. The healthier members get, the more they get back from Vitality, including the opportunity to reduce their premiums. We are the only protection insurer to offer anything like it.

For more information visit pruprotect.co.uk

About Discovery

Discovery, headed up by Adrian Gore, is a leading South African financial services company that specialises in healthcare cover, life assurance and lifestyle and wellbeing benefits. Prudential UK and Discovery launched PruHealth in 2004.