

Press Release

FOR IMMEDIATE RELEASE

New Life Insurance Broker Aims to Provide Consumers with the Lowest Possible Rates

1<sup>st</sup> August 2010

Launched in July 2010, Vanilla Life plans to provide consumers with a comparison tool that allows them to find the lowest possible rates for their [Life Insurance|<http://www.vanilla-life.co.uk>]. The service is straight forward and simple, Vanilla Life understands that many consumers are happy to search for what they see as the best deal and don't want to be in the service of a call centre.

When ever a Life Insurance policy is sold through an adviser, a commission fee is built into the policy, this commission is reflected in the premium.

Vanilla Life allows consumers to search and apply online for their Life Insurance and then administers the whole application for them. All commission is reinvested into the policy ensuring the lowest possible rate with the customers paying a nominal one off administration fee of £35.00.

Chairman of Vanilla Life, David Whitwam, has an excellent record in Financial Services with over 17 years experience.

"There is still a big market for Call Centres and Independent Face to Face advisers, but there is also a large part of the consumer market that doesn't want or feel they need this service, so why make them pay for it in their premiums."

Vanilla Life is about making Life Insurance uncomplicated and allowing customers to search in their own time at their own pace. With no advice being provided there is no reason to take commission from the policy.

"We are really excited about the new offering and systems we have in place, and about the choice our proposition gives to customers" David concluded.

Further information:

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