



News Release

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Helphire Group plc Official sponsors of Exeter City Football Club

Helphire Group plc, the leading providers of accident management services to non-fault drivers, is pleased to announce its support of Exeter City FC as an official sponsor of the Club.

The one-year deal starting this season will include two Helphire hoardings pitch-side, and an advert in every home match programme.

Peter Holding, spokesperson for Helphire said, "We are delighted to be one of Exeter City FC's official sponsors and look forward to supporting them through the season and in their bid for promotion during 2006/7. Our partnership with the Club will, we hope, go to strengthen the relationship we have with the region, through our business operations based in Exeter."

Andy Gillard, Exeter City's Operations Manager, outlined the club's views:

"Exeter City is extremely pleased to see Helphire joining the club as a sponsor. They are another who are new to the club and have regional and not just local coverage. It's evidence of the club's development that Helphire, a major player in their field, choose to be associated with Exeter City and we hope that the relationship is long and fruitful for both of us."

ENDS

Caption:

City striker, Lee Phillips, pictured with young fan, Lloyd Warren, in front of the Helphire board

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Notes to editors:

- The award-winning Helphire Group plc, established in 1992, is the market leader in the provision of accident assistance to innocent drivers involved in road accidents.
- Helphire Group, through its subsidiary companies, provides a host of services to the insurance and motor industries including the provision of legal expenses, theft policies, claims handling facilities and accident management solutions, reinforcing the company's position as the UK's leading provider of services to non-fault accident victims. These subsidiaries are:
 - Angel Assistance, providing legal expenses insurance (LEI) and claims handling services to the broker and insurance market.
 - Total Accident Management, offering a complete motor claims and repair management solution to the fleet and insurance motor market
 - Albany Group, a wholly owned subsidiary of the Group since October 2004, offering white label legal expenses insurance (LEI) and claims handling services to the insurance market
 - Swift Rentacar, recently acquired by the Group, offering a specialist prestige marque for marque credit hire service to dealerships and motor manufacturers
 - e-register, the jewellery valuation, registration, and claims handling arm of the Group, providing a unique one-stop shop for the protection and recovery of valuable items