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PruProtect launches new website

Award winning protection provider launches vibrant new site for intermediaries and policyholders

PruProtect is delighted to announce the launch of its new and improved website. The re-designed site, based on adviser research and user feedback, is more user friendly with a range of key information now just one click away.

New functions and tools include an improved Adviser Zone where product information and frequently used literature can be accessed immediately as well as a new BMI (body mass index) calculator, which also provides intermediaries with underwriting guidance.

Other new features include:

- A new medical conditions tool allowing you to look up common medical conditions, the underwriting information we will require in addition to the likely underwriting outcomes
- A new severity demo which explains how severity based payouts work and why it makes sense
- An enhanced claims section which now includes our philosophy and approach to claims

Kelly Thomas, Head of Marketing said for PruProtect, said "Our objective has been to simplify our website and really make it more user friendly for new and existing Advisers. The new platform will ensure we are able to update the site more regularly and therefore giving Advisers a reason to come back to our site again and again. This is just phase one of some very exciting online developments."

Take a look at pruprotect.co.uk for more information.

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Notes to Editors

The information contained in Prudential UK'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.

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About PruProtect

Launched in September 2007, PruProtect is an extension of the existing joint venture between Prudential UK and Discovery, which began with PruHealth. Unique to the current UK protection market, the PruProtect suite of products includes Life Cover, Income Protection and severity based Serious Illness cover. PruProtect is based on the innovative Vitality points system and is designed to encourage customers to take control of their own health and wellbeing, which gives policyholders the potential to manage future premiums. By recognising people's efforts to look after themselves, PruProtect is able to offer a more comprehensive set of benefits than traditional providers at a very competitive price.

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.