

## PACIFIC CELEBRATES JOINT VENTURE BIRTHDAY WITH INDUSTRY AWARD'

SYDNEY, AUSTRALIA (July 28, 2005) – Pacific Premium Funding (Pacific) has been awarded 'Premium Funder of the Year' at the 2005 Australia and New Zealand Insurance Industry Awards Gala in Sydney. This industry accolade comes just one year after the merging of Pacific and GE Commercial Finance insurance premium businesses was announced.

Hosted by the Asia Insurance Review and the Australian and New Zealand Institute of Insurance, the awards were attended by more than 600 industry representatives from around the globe.

The judging panel of insurance industry experts was impressed by Pacific's rapid growth and intense customer focus. The company commenced operations in late 2001 as a privately owned start-up and has rapidly grown to become a leader in the insurance premium funding market. Pacific also scored well with its in-depth understanding of the competitive premium funding market and its innovative technology solutions that have revolutionised the industry during its short history.

"Everyone within Pacific is to be congratulated for their efforts," said Grant Burley, Managing Director and Founder of Pacific. "This award is recognition from the industry of the work that has been done to make Pacific a market leader."

In his speech he also thanked the insurance intermediary market for its support of Pacific.

The award caps off an extraordinary year for the company which began with the challenging task of integrating the Pacific and GE Commercial Finance insurance premium funding businesses in just five short weeks.

Pacific now has its sights set firmly on the future and strengthening its position in a sector where insurance premiums are reducing across many lines contributing to a market that is arguably more competitive than ever before.

The "Premium Funder of the Year" award was judged by a panel of industry leaders on the following seven criteria;

- 1) in-depth knowledge and understanding of the market
- 2) responsiveness to brokers requirements
- 3) innovative technology solutions
- 4) business retention and growth
- 5) sound financial management
- 6) outstanding customer service and
- 7) professional standards

