

## Media Release

Friday 14 November 2008

### **Callibrate expands product range**

The recent successful launch of Callibrate – Callidens' enhanced Sunrise Exchange platform, adds to the options that intermediaries have in dealing with Calliden.

The Calliden First Option Business Insurance product becomes available on Callibrate from 14 November 2008.

This joins Calliden's home, contents and domestic Landlords insurance products which have been available on Sunrise for some time and more recently, cobranded Steadfast insurance products.

Calliden has plans to introduce more products in the near future.

Callidens' Group Executive, Marketing & Distribution, Mike Hooton said "Our intermediaries requested a commercial Sunrise facility. We responded in record time and have made available to them a simple, intuitive and streamlined platform".

With full life cycle capability and the option to now suspend transactions in all products, Callibrate enables Calliden's network of intermediaries to easily and quickly quote, place and manage their domestic and business insurance portfolios.

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Attachments: Callibrate logo