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**Helphire Group plc named
European Accident Management Company 2008**

Helphire Group plc is pleased to announce its most recent accolade of **European Accident Management Company 2008**, awarded by the Institute of Transport Management, the leading provider of accreditation to the worldwide transport industry.

The award is made annually and winners are selected based on independent research, which focuses on criteria such as: ability to innovate across the fleet management process, ability to operate at a low cost base and ability to provide enhanced operational efficiencies. Ultimately the research aims to identify those companies which are 'best in class' in their particular sector of Fleet services, and be recommended to members of the ITM.

Patrick Sheedy, Media & PR Director for the ITM commented, "The importance of being customer-focused and in a position to offer the best solution to fleet owners is crucial to the success of any automotive business, particularly in these increasingly competitive times. We are delighted to see listed for the second time in as many years, Helphire Group plc, which has over time, developed into a market leader – backed by sound parentage and a strong customer-driven business ethic. Its key focus is on delivering value through a complete product and service portfolio of tailor-made solutions, and its customers are guaranteed swift response and a quality service – providing tangible cost savings delivered in a professional way."

Mark Jackson, Chief Executive of Helphire Group plc added, "We are delighted to be awarded the title of 'European Accident Management Company 2008' by the ITM. As the UK's leading non-fault accident management services provider, now expanding into Europe, Helphire strives to achieve consistently high levels of customer satisfaction, cost savings and revenue streams for its market, whilst simultaneously demonstrating a real appreciation of the needs of the insurer market as well as the individual motorist."

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Notes to editors:

- Award-winning Helpshire Group plc, established in 1992, is the market leader in the provision of accident assistance to innocent drivers involved in road accidents.
- Helpshire Group plc, through its subsidiary companies, provides a host of services to the insurance and motor industries including the provision of legal expenses, 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 Assistance Limited, 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, acquired by the Group in 2005, 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
 - CS2 Group, comprising Fleet Legal Limited, a vehicle fleet accident manager, E-Claim Limited, a provider of legal expenses insurance and Medirep Marketing Limited, a medico-legal reporting agency, the group specialises in the efficient processing of high volumes of uninsured motor claims and associated services as fleet vehicle and accident management services.
 - Cab Aid Limited, a specialist provider of replacement vehicles to the taxi market and provider of full claims management services, including vehicle repair, loss of earnings and PI claims handling.