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### **Helphire announces new contract win**

Helphire, the UK's leading accident management company, is pleased to announce the launch of its partnership with **Salaam Halal Insurance**, the UK's first Shariah-compliant motor and home insurance provider, underwritten by Principle Insurance. The deal involves the provision of credit hire services for Salaam Halal clients involved in non-fault accidents.

Phil Weller, Head of Helphire UK Sales commented:

"Launching our collaboration with Salaam Halal Insurance has been hugely exciting and as leaders in its specific area of the market, we feel strongly that there are many synergies to be gained through our partnership.

As a market we continue to face challenging times. It is testament to the high levels of customer service that we are committed to providing, which enables both our partners and us to benefit from new business arrangements such as this. We very much look forward to working together."

- Ends -

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**Notes to editors:**

**About Helpshire Group plc**

Helpshire Group plc is the market leader in the provision of accident management assistance to drivers involved in road accidents that were not their fault. Working with the UK's top insurance companies, its services include provision of like for like replacement vehicles, financing of vehicle repairs, legal expenses and the management of personal accident claims.

Helpshire was founded in 1992 and floated on the London Stock Exchange in 1997. With a staff of over 3,000 and a fleet of over 17,000 vehicles to meet its customer requirements, the award winning Group is headquartered in Bath. Operating under three divisions, UK Accident Management, Legal Services and Helpshire International, the Company has six call centre sites and a national network of 30 branches.

**About Salaam Halal Insurance**

Salaam Halal Insurance, which launched in July 2008, is the first independent, fully Shariah compliant Takaful operator in the UK.

Salaam Insurance's mission is to provide the Muslim community with financial service solutions tailored to their needs, beliefs and principles.

Salaam Halal Insurance and Salaam Insurance are the trading names of Principle Marketing Services Limited.

Insurance arranged by Salaam Halal Insurance and Salaam Insurance is underwritten by Principle Insurance Company Limited, and the contracts based on the Islamic principles of Takaful have been approved by the Shariah Supervisory Committee.

Principle Insurance Company Limited and Principle Marketing Services Limited are authorised and regulated by the Financial Services Authority.