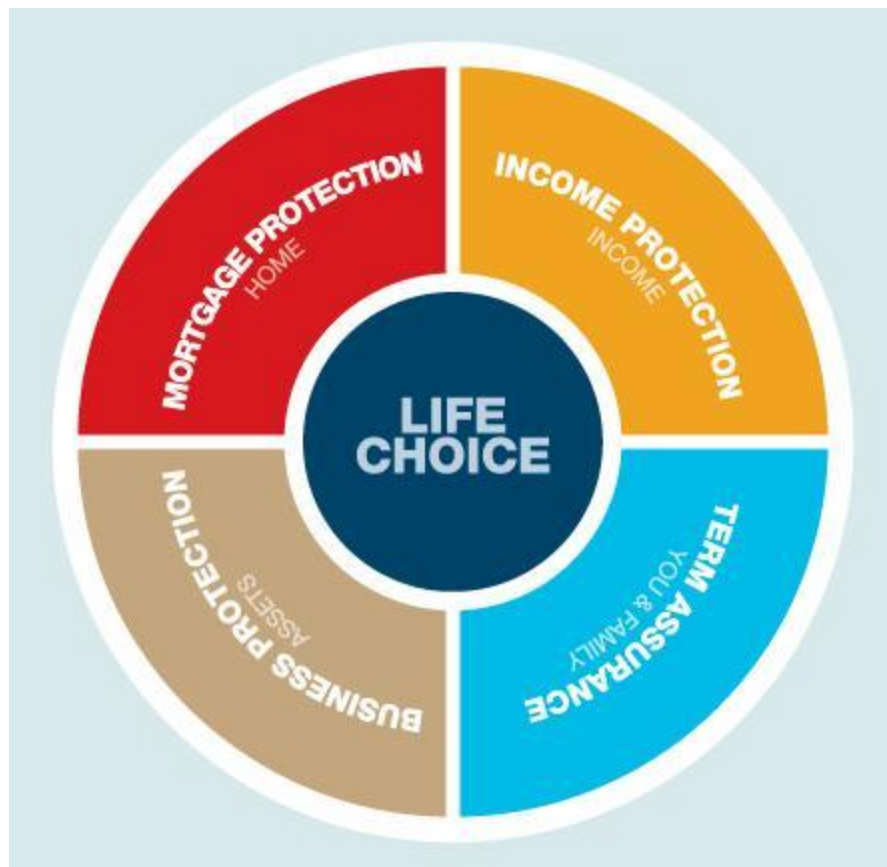


## Life Choice – New Ireland’s Market Leading Protection Plan

We received hugely positive feedback during the recent nationwide launch of Life Choice. We believe Life Choice meets customers’ mortgage, income, personal, family and business protection needs better than any other protection plan on the Irish market today.

We are delighted to say that initial feedback has now translated into significant increases in protection sales, with our unique income on death and first to market whole of life benefits proving particularly popular. This is a great endorsement. Life Choice brings tailored protection and flexibility to the next level and the Broker market has clearly recognised this.

If you want your customers to have a protection plan that is second to none, talk to your New Ireland Consultant about Life Choice today.



Over 1,150 brokerages use our web-based services to get things done.