



**ace insurance**

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**Press  
Release**

## **FOR IMMEDIATE RELEASE**

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### **ACE INSURANCE ANNOUNCES DISTRIBUTION PARTNERSHIP WITH DE NHAT PHAN KHANG SHOPPING CENTER**

**Ho Chi Minh City – April 16, 2010** – ACE Insurance Company, Ltd., [ACE Vietnam] part of the ACE Group of Companies®, global leaders in insurance and reinsurance, announced today its distribution partnership with De Nhat Phan Khang Shopping Center, a premier retailer in Vietnam. ACE Vietnam will provide individual and family level Accident & Health insurance products that will be sold at Phan Khang’s Shopping Center in Ho Chi Minh City, and ultimately, through Phan Khang’s other store locations throughout Vietnam.

The cooperation between ACE Vietnam and Phan Khang will facilitate the offer of comprehensive Personal Accident and Hospital Income insurance products to Phan Khang’s customers at affordable premiums. With Phan Khang’s ambitious growth plans, and the increasing consumerism in Vietnam, it is an opportune time for the launch of ACE Vietnam’s Accident & Health insurance products to be sold through a well-known retailer.

As part of its suite of Accident & Health products, ACE Vietnam offers comprehensive Personal Accident insurance plans that protect an individual or family from minor and major accidents or hospitalization worldwide, 24-hours a day, 365 days a year. In due course, customers of Phan Khang’s Shopping Center will be offered additional personal risk management products such as Critical Illness, Travel Insurance, Overseas Student Assistance, Mobilephone Protection, and the like. This initiative is consistent with ACE Vietnam’s strategic vision of establishing itself as a dynamic, multi-line, multi-distribution, underwriting brand as the company continues to develop and launch new and innovative Non-Life insurance products to the local market.

Mr. Trần Đình Lưu Phong – Marketing Director of Phan Khang Shopping Center commented, “With the growing affluence of Vietnam consumers, individually-purchased Non-Life insurance products are gaining popularity. By offering ACE Vietnam’s Accident & Health insurance products, Phan Khang is now able to provide additional choices for our customers when they are considering the purchase of a Non-Life insurance product. For Phan Khang, offering

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ACE Vietnam's Accident & Health insurance products will help us enhance customer satisfaction by building brand loyalty and retention; a real marketing benefit in an increasingly competitive retail environment."

Mr. Christopher Twomey – CEO & General Director, ACE Vietnam said, "We are delighted to partner with Phan Khang Shopping Center, and we are confident that providing Phan Khang the ability to sell our Accident & Health insurance products will add value to their business and improve the overall shopping experience for their customers. We are also hopeful that this partnership will help raise the awareness of the importance of insurance, and encourage customers to consider purchasing one of our standalone Accident & Health personal risk management plans."

#### **About ACE Vietnam**

ACE Insurance Company, Ltd. (Vietnam) is a member of the ACE Group of Companies®, a global leader in insurance and reinsurance with offices in more than 50 countries worldwide. In Vietnam, ACE delivers specialized coverages for Property; Casualty; Marine; Financial Lines; Energy & Utilities; Personal Accident and Travel. In each area of specialty, ACE Vietnam leverages global expertise and local business acumen to create specific solutions to mitigate client risk. In Vietnam, ACE is focused on building strong client relationships by developing innovative products, offering responsive customer service, and providing market leadership built on financial strength.

(For further information please visit our website at: <http://www.aceinsurance.com.vn/>)

#### **About Phan Khang Shopping Center**

Phan Khang Shopping Centers (Phan Khang) are well-known as one of the most modern and largest Shopping Centers in the southern Vietnam region. In Vietnam, Phan Khang is an official representative of world-famous electronic brands such as: Sony, Toshiba, JVC, Panasonic, Philips, Sharp, Samsung, LG, TCL, Sanyo, Hitachi, Motorola, Nokia, HP, Acer, Dell, Lenovo, Canon, Olympus and Nikon and specializes in selling electronic products, household electronic products, mobilephones, tele-communications items and decorative lighting with over 5,000 of the latest products. Electronic products are sold directly to consumers and other economic segments with the lowest prices via Phan Khang's Shopping Centers distribution channel located throughout Vietnam. Besides that, while shopping at Phan Khang, its customers will enjoy responsive, professional customer service, free consultation on technical specifications and free optional guarantee choices. This is the effort of the entire Phan Khang staff to affirm the motto, "Born To Serve". Phan Khang strongly believes that its Shopping Centers will receive more continued support from customers and are honored to be one of the best shopping centers for Vietnam people.

(For further information please visit our website at: <http://www.phankhang.vn/>)

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