

MEDIA RELEASE

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NRMA is Outward Bound.

IAG's Australia Direct Insurance has welcomed Matthew McPherson to its leadership team as the new National Outbound Channel Manager for NSW and Queensland.

Matthew is a respected leader and insurance professional in the area of Outbound Customer Contact, and joins Australia Direct Insurance with twenty one years experience.

After commencing with NRMA Insurance in 1990, Mr McPherson has worked in a range of departments throughout his professional journey, developing a wide variety of skills and knowledge in insurance operations, outbound customer contact and customer service.

CEO of Australia Direct Insurance Andy Cornish said under Matthews leadership, the company now has the opportunity to further develop its outbound channel, and support its customers in choosing the right insurance for their needs.

"We welcome Matthews appointment as National Outbound Manager for the NSW and Queensland insurance operations, and we know he will go far in representing the values of Australia Direct Insurance," Mr Cornish said.

"The recent natural disasters in NSW and Queensland highlight the need for IAG to establish a strong communication channel with customers and to ensure that we have good conversations, while providing the right solutions.

"Matthew is experienced in leading outbound channels, and values the importance of customer service excellence, while achieving honest results for the business."

In 2009, Matthew led NRMA's Lifestyle and Leisure unit, which won the national ATA Best Customer Contact Centre award for 2009.

Mr Cornish said Matthews previous accomplishments, coupled with his understanding and genuine care for customers was key to the success of the Outbound Channel.

"Because of the roles Matthew has had in various departments over his tenures, he brings a strong work ethic and knowledge of our business" he said.

"Being the fourth largest insurance company in Australia, IAG relies on professionals like Matthew having the dedication and skills that are required to achieve our goals, while providing service excellence.

"At Australia Direct Insurance we'll continually strive to become 'Australia's Favourite Local Insurer' and work to deliver products and services that meet the needs of our customers and their personal situation and I believe Matthew has proved his capabilities and compassionate outlook for his customers and employees across these areas."

Australia Direct Insurance is a division of IAG, an international general insurance group, with operations in Australia, New Zealand, the United Kingdom and Asia.

The Australian Teleservices Association, (ATA), is a professional body committed to the development, recognition of excellence and growth in the Australian Telephone Contact Centre industry. The ATA Awards recognise and rewards individual and organisational service and operational excellence in the industry.

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