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Media Release

Macquarie Life launches online WebConnect service



13 December 2011 – Macquarie Life has launched a new online service, WebConnect, to provide financial advisers, insurance brokers and their clients with more ways to complete the insurance application process.

WebConnect has been added as a new option to the Macquarie LifeConnect service, which was first launched in October 2010 as a tele-interviewing service to help increase practice efficiency, reducing the time advisers need to spend on data entry and administration.

Through WebConnect the adviser starts their client's application as they currently do, then the client receives a welcome email allowing them to complete their own personal statements at a convenient time for them, in a secure online environment.

Head of Macquarie Life, Justin Delaney, said the launch of WebConnect is about giving advisers greater choice and flexibility to meet their clients' needs.

"Advisers' business models are constantly evolving and we continue to invest in developing services that enable the advice process by making it easy for them to do business with us," Mr Delaney said.

"Through the introduction of Macquarie LifeConnect last year, and now the launch of WebConnect, we are aiming to provide advisers with a broader choice of time efficient solutions to help get their client's underwritten more quickly and more efficiently.

“Ensuring advisers and their clients have access to administration processes online is an absolute must, as the increasing use of technology means people are demanding access to information and systems at a time that is convenient for them.

“Advisers consistently tell us they want solutions that provide flexibility and choice. By developing WebConnect we hope this demonstrates that we are committed to investing in technology and innovation, to further strengthen our insurance capability for the long term.”

Through the Macquarie LifeConnect service advisers can now choose to submit applications using WebConnect, TeleConnect, which is a tele-interview process allowing clients to complete their personal statements over the phone, or they can complete the process online themselves.

For further information, please contact:

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