



28 April 2010

TOWER Accelerated Protection further enhanced

TOWER Australia's Accelerated Protection has been significantly upgraded to offer added protection for clients, at no extra cost.

The enhancements will apply from Wednesday, 28 April 2010.

Mr David Denison, TOWER Australia's Head of Product and Marketing – Retail Life said the product upgrade was an exciting step in the continuous improvement of Accelerated Protection.

Accelerated Protection, TOWER Australia's next generation life insurance platform was launched in 2009 based on the ground-breaking Accelerate platform introduced in 2008.

Mr Denison said TOWER Australia has made the additional enhancements as a direct result of feedback from advisers reflecting the company's commitment to meeting the market's needs.

The TOWER Australia Accelerated Protection upgrade has 14 enhanced benefits and definitions and applies to all policyholders with an in-force Accelerated Protection policy.

Mr Denison said that in addition to the product, TOWER Australia has also made improvements to the online system to make the process of applying for Life Insurance simpler and easier for advisers and their customers.

"Little things, like reducing the number of clicks required to complete quotes on the latest version of Accelerated Protection is just one example of how we are trying to make advisers' lives easier."

According to Mr Denison, "If Accelerated Protection is the best product TOWER has ever launched, then this upgrade means that the best has just got better."

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