



News Release For Immediate Release

Contact:

Mark Cipolletti
Mondial Assistance, 804-673-1591
mark.cipolletti@mondialUSA.com

Caroline Platt
The Hodges Partnership, 804-788-1414
cplatt@hodgespart.com

Mondial Assistance's U.S. Call Center "Best in the World" *Top int'l prize goes to Richmond, Va.-based insurance provider*

RICHMOND, Va., October 2, 2008 – Mondial Assistance, a global leader in specialty insurance and emergency assistance services, has been named the winner of The International Customer Management Institute (ICMI) Membership's coveted Global Call Center of the Year Award in the large call center category. The award was presented on September 16th, 2008 at ICMI's flagship call center conference, the Annual Call Center Exhibition (ACCE), in Phoenix, Ariz.

"To be singled out as the call center of the year from among our esteemed peers around the world, in over 50 countries, is truly an honor," said Pam Dufour, Chief Services Officer at Mondial Assistance, who was on-hand to accept the prize. "This award is, first and foremost, a testament to the accomplishments of our associates. At Mondial Assistance we subscribe to a set of values that emphasize care for others – be it within the office or around the world. Our associates live those values each and every day and it's their hard work being recognized by ICMI."

Along with formal applications, ICMI looks for the following key criteria when choosing the Global Call Center of the Year:

- A management team with a strong grasp of the principles of effective call center management—plus the skills to apply them in today's complex business environment
- A positive work culture and a climate that fosters personal growth
- A track record of developing and attaining impressive goals for the business and strengthening the organization's bottom line
- A team continually motivated to achieve superior performance and exceed customer expectations

"Awards highlight the best the industry has to offer, and this year was a perfect example," said Richard Hand, executive director of membership for ICMI. "Mondial Assistance personifies how the pursuit of excellence is, in itself, a worthy cause. It is an honor to bestow this award upon such an outstanding representative of leadership within our industry."

Through its call centers, Mondial Assistance offers services ranging from making dinner reservations for a traveler in a foreign country, to coordinating a medical evacuation at sea. Over 100 million Americans rely on Mondial Assistance's services each year, through "private label" partnerships with credit card issuers, health insurance plans, travel suppliers and event ticket vendors. Through these partnerships the organization serves people around the globe.

Since its founding in 1983 (under the name "World Access"), Mondial Assistance's U.S. operations have grown from about 10 employees to more than 700 all located at its headquarters in Richmond, Va. - the company's only U.S. location.

Dufour added: "Our mantra is 'hire for heart, train the skill', and serves as the basis for our hiring and selection process. We believe it makes all the difference in how our call centers operate – both for our associates and our customers. ICMI's recognition celebrates the success of this approach."

Each year, ICMI Membership for call center professionals recognizes outstanding contact center operations through its Global Call Center of the Year Award, which have been in existence for six years. In winning the award Mondial beat-out SRP, one of the nation's largest public power utility companies.

About Mondial Assistance:

Mondial Assistance is a global leader in specialty insurance and emergency assistance services. Four percent of the world's population or about 250 million people are served by Mondial Assistance businesses around the globe. In the United States, Mondial Assistance is best known for its Access America[®] brand of travel insurance and assistance services. Access America plans are sold in all 50 states by the finest travel agencies and suppliers. As one of 29 business units, the U.S. operation also serves major health insurers, credit card, and entertainment companies with insurance products, international travel assistance, and concierge services. For more information please visit: www.mondialUSA.com.

###