



MEDIA RELEASE

ClearView enters into an alliance with AEGON Direct Marketing Services

SYDNEY, 18 November, 2010: ClearView Wealth Limited (“ClearView”, ASX:CVW) announced today that it has entered into an agreement with AEGON Direct Marketing Services (ADMS) to telemarket life insurance products to ClearView’s 3.7 million referral partner member base, including Bupa’s 2.9 million members. ClearView’s alliance with ADMS accelerates ClearView’s objective to become a significant player in the Australian life insurance market.

The inaugural telemarketing campaign has commenced, covering two insurance products and targeting an initial group of 40,000 preselected Bupa members. Further direct marketing campaigns will follow. The two insurance products for the campaign (death and accidental death) are the first to be launched on ClearView’s upgraded point-of-sale system, which includes an automated underwriting tool and is integrated into the ADMS telemarketing system. Three more insurance products are expected to be introduced by the end of December 2010.

ADMS has a scalable operational model and is providing a dedicated team to penetrate ClearView’s referral partner member base. To maximise the effectiveness of the campaigns, ADMS offers innovative database marketing and data-mining technologies to intelligently target new customers. The system essentially breaks down the member base into segments of like-minded individuals, enabling ClearView to align its campaigns and product development with the customers’ needs, wants and attitudes.

“This alliance with ADMS has accelerated our strategic goal of building sales through our exclusive distribution agreements with Bupa and credit unions,” said Simon Swanson, Managing Director of ClearView. He continued, “ClearView has created a fully integrated end-to-end direct marketing platform in less than three months due to the absence of legacy issues and thanks to an experienced partner like ADMS. We now have the scalability and the analytical tools to effectively penetrate our referral partner member base. Furthermore, we have the capability to roll out white label solutions quickly and in a cost effective manner.”

“We are pleased to be working with ClearView who has a strong product manufacturing capability, an experienced management team in life insurance and expertise at sourcing distribution partners,” said Tim Oliver, CEO at ADMS Asia Pacific.

About AEGON Direct Marketing Services (ADMS)

AEGON ADMS is a global leader in outsourced direct marketing and sales of insurance products which expanded into Australia in 1998. It is part of AEGON, one of the world’s largest providers of life insurance, pensions and long-term savings and investment products. Additional information is available at www.adms-asia.com.au.



About ClearView Wealth Limited

ClearView Wealth Limited is one of Australia's leading independent financial services companies providing life insurance, wealth management and financial planning solutions. ClearView manages \$3.1 billion of client assets and has inforce premiums of approximately \$40 million. Additional information is available at www.clearview.com.au.

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