

**Adventis Group PLC: Contract Gain  
Brit Insurance Appoints Adventis Coltman as Media Buyer**

Adventis Group PLC ("Adventis"), the full service multimedia marketing and advertising agency, announces that Brit Insurance Holdings PLC ("Brit Insurance"), the UK-domiciled international general insurer and reinsurer, has appointed subsidiary Adventis Coltman for advertising planning and buying strategy in the national and business press.

Adventis Coltman, is a leading media planner and buyer specialising in financial services, whose clients include Mellon Global Investments, Threadneedle Investments, Friends Provident, Cofunds, Baillie Gifford, Witan Investment Trusts and Proton Cars UK Ltd.

Coltman Media joined Adventis in May, when it was acquired by Adventis Group and has since been renamed as Adventis Coltman. All of its directors, management and staff became part of the enlarged group.

Commenting, Mark Jones, Group Marketing Director, Brit Insurance, said: "We are delighted to be working with Adventis Coltman who have already started to make a major contribution to Brit Insurance's media strategy."

Said Charles Phillpot, Chief Executive, Adventis Group: " We are delighted that Brit Insurance, one of the most prestigious and dynamic companies in its industry, has chosen Adventis Coltman as its media buyer and we look forward to working together and building a long term relationship."

The level of media spend in year one has yet to be finalised, but there is no time limit on the duration of the contract. The first campaign began in the week of 5<sup>th</sup> October in the specialist business press and will run through to Christmas.

ENDS

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Notes to editors:

Brit Insurance's underwriting operations are comprised of three customer-facing centres: UK, London Market and Reinsurance. All three have access to the two regulatory vehicles through which Brit Insurance underwrites: UK insurance company, Brit Insurance Limited ("BIL") and Lloyd's Syndicate 2987 which is managed by Brit Syndicates Limited. ("BSL"). Brit Insurance has UK underwriting offices in London, Reading, Birmingham, Bristol, Glasgow, Leeds, Darlington, Ilford and Manchester.

Adventis is a full service marketing and advertising agency for the property, healthcare and financial services industry. On Friday September 29<sup>th</sup> 2006 the company posted a strong set of interim results for the six months to June 2006. Reported PBT jumped 52% to £799k (£527k) on turnover up by 53% to £16.4m (£10.7m). Basic EPS increased by 45% to 1.61p.