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LV= Extends Commitment to Next Generation Insurance Services

Buys edgeConnect Enterprise Licence from edge IPK for LV.com

/24-7PressRelease/ - NEWBURY, UK, May 01, 2008 - edge IPK, the leaders in SOA presentation layer technology, today announced that the mutual insurance and investment group, LV=, has purchased an Enterprise License for edgeConnect to standardize the presentation layer within their SOA architecture. edgeConnect will be used to create rich dynamic user interfaces as well as supporting WAI accessibility compliant applications without having to develop two separate versions. With an Enterprise Licence, LV= now has full reign on implementing edgeConnect across its General Insurance division.

The main benefits of using such a platform are increased flexibility in terms of the types of IT systems that can be used plus faster time to market for new products or services. edgeConnect has also enabled LV= to support rich Web 2.0 and WAI user interfaces, setting them apart from competitors who often fail to take into consideration accessibility regulations and providing the end user with a single accessible experience. Currently LV= has implemented edgeConnect within its website at LV.com on its general insurance pages providing web visitors with a consistent look and feel when generating an insurance quote.

The Enterprise Licence also extends to ABC Insurance, part of the LV= group of companies.

"edgeConnect has become a key part of our infrastructure," said Paul Wishman, Group e-Commerce Director, LV=. "It has given us the ability to create rich web experiences for customers whilst retaining all of the key accessibility features that many other sites lack. From a technology standpoint edgeConnect integration has given us web-enabled mainframes without the typical clunky interface. It is has worked so well that we are now taking more orders online than we do through our call centre - a significant milestone that has secured LV= a dominant position in the online channel as a result of significant growth levels"

"By using edgeConnect LV= has an uncompromised approach to customer experience, supporting both WAI compliant accessible and Rich Internet Web 2.0 experiences. edgeConnect's ability to define an application once and deploy many times means the general insurance application was developed once and simply deployed twice using edgeConnect's model driven approach to delivery" said Dharmesh Mistry, CTO, edge IPK. "As we see regulators enforcing accessibility laws, we are proud to be working with an organisation that takes full responsibility for accessibility whilst also harnessing the rich capabilities of web 2.0 technologies for standard browser users."

About edge IPK

edge IPK delivers innovative business process solutions based on Open Presentation Platform (OPP). The company's mission is to become the leading international provider of OPP, bringing business and IT together.

Through its flagship product, edgeConnect, edge IPK aims to significantly reduce the development time and cost of building front-end applications.

edge IPK accelerates business evolution, by enabling organisations to rapidly develop and manage business applications to support multiple users interfaces and presentations through a single process. The company helps its clients to develop software applications using a 'write once, publish many times' model.

The company has extensive experience in financial services, with a blue chip customer base, which includes ABN AMRO, Deutsche Bank, Towergate Partnership and Zurich Financial Services. Further information can be found at www.edgeIPK.com

About LV=

LV= and LV= Liverpool Victoria are trademarks of Liverpool Victoria Friendly Society Limited and LV= and LV= Liverpool Victoria are trading styles of the Liverpool Victoria group of companies. The new LV= brand identity was launched in March 2007. LV= employs more than 2,000 people, serves more than 2.5 million customers and members, and manages 8 billion on their behalf. We are also the UK's largest friendly society (Association of Friendly Societies Yearbook 2006/2007, Total

net assets) and a leading mutual financial services provider. LVFS is authorised and regulated by the Financial Services Authority and entered on the Financial Services Authority Register No. 110035. LVFS is a member of the ABI, AMI, AFS and ILAG. Registered address: County Gates, Bournemouth BH1 2NF.