



Admiral Group plc launches a price comparison website in Italy

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The Group is pleased to announce that its price comparison website in Italy, trading under the name of Chiarezza.it (meaning 'clarity'), has launched from its offices based in Milan. As with our other international operations, we expect a modest start with small initial volumes as we test various marketing campaigns. The Group will provide further update when it announces its results for the year ending 31 December 2009 on 2nd March 2010.

Henry Engelhardt, Chief Executive, commented, 'I'm very happy to announce the launch of our Italian price comparison site, hot on the heels of LeLynx.fr last month. Chiarezza.it joins LeLynx.fr in France and Rastreator.com in Spain to become our third international price comparison business, another key milestone in our expansion plans. Congratulations to the team in Italy on all their hard work to get the partners, systems and staff in place to reach this important point.'