



Admiral Group plc launches a price comparison website in France

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The Group is pleased to announce that its price comparison website in France, trading under the name of LeLynx.fr, has launched from its offices based in Paris. As with other international operations, we will start modestly, volumes are expected to be small during the coming months as we test various marketing campaigns. The Group will provide further update when it announces its results for the year ending 31 December 2009 in March 2010. Henry Engelhardt, Chief Executive, commented, 'I'm very happy to announce this launch, it's another important milestone in our plans to grow our business overseas.'

Congratulations to the team in France on all their hard work to get the partners, systems and staff in place to reach this key point. LeLynx.fr now joins its Spanish sister, Rastreator.com, as Admiral Group's second international price comparison site.'