



PRODUCT LAUNCH EXPANDS FARMWEB'S PROVISION

FarmWeb, the national network of agricultural specialists, is breaking away from its traditional business model and launching a suite of commercial products with effect from 1st June 2010.

Products, which will include contractors and motor trade, will remain exclusive to its members and will be aligned to the agricultural and rural communities.

Elaine Simons, Chief Executive said "This is a logical progression for us. Our members have strong links with the businesses which support farming, yet access to appropriate products in this sector is limited. This provides brokers with an opportunity to grow their businesses within their areas of specialism".

FarmWeb trades solely through independent brokers, operating through more than 100 offices in the UK. The company has seen year-on-year growth, with current sales grossing over £35 million.

FarmWeb intends to broaden its product range still further in the future and from June will be making policies available for:

- Motor Trade for Agricultural Dealerships
- Agricultural Contractors
- Traders Combined
- Retail

Full details will be announced to members shortly.

ENDS

14TH May 2010