

For immediate release: Wednesday, 17th November, 2004

SAXON SIGNS SPONSORSHIP DEAL WITH ACCOMMODATION FOR STUDENTS

*– Top student insurance provider teams up with number 1
student accommodation website –*

(London, 17 November, 2004) Saxon (www.saxoninsurance.com), the specialist student insurance provider, has signed a sponsorship deal with Accommodation for Students (AFS) (www.accommodationforstudents.com), the UK's number 1 student accommodation website. The initial sponsorship term is for 3 months with a further 12 month term to be signed early in 2005 and the package includes online advertising on the AFS website and a series of AFS-delivered email marketing campaigns to its student database.

Linda Wright, Development Director of Saxon, said:

“Saxon Insurance is a major market force in university and student related insurance, offering a range of products for students, graduates, nurses and young professionals. Sponsorship of the AFS site gives us the chance to talk to target customers in the right environment and when they're in the right mindset i.e. they are making responsible decisions about accommodation and all that goes with it.

As well as website advertising the AFS sponsorship deal also allows us to email students direct at key times in their accommodation/insurance decision-making process.”

Simon Thompson, co-founder and director of Accommodation for Students, said:

“For AFS the marketing link with Saxon is a natural one. We already have key site sponsors in mobile phones, travel and student banking with Virgin Mobile, STA Travel and Barclays respectively. Partnering a quality student insurance provider is an important extra service for our customers, especially since Saxon is regularly 30% cheaper than its competitors.

Furthermore, Saxon even provides special insurance products for larger housing schemes, like halls of residence or developments of student flats, and Accommodation for Students has the most comprehensive listing of such properties in the UK, providing further added value to our new sponsor.

Insurance is a key issue for students and research recently conducted by AFS confirmed that 14% of students had suffered break-ins.”

Accommodation for Students has 20,000 properties on its website, and, at its peak, attracts over 200,000 unique student visitors a month. The service is free to students.

– ENDS –

About Accommodation for Students

Accommodation for Students Ltd. was founded by William Berry and Simon Thompson, graduates from Manchester Metropolitan University, in June 2000.

Partners

Accommodation for students is a content partner for MSN (MSN displays AFS content on its website) <http://afs.money.msn.co.uk>

Accommodation for students is sponsored by STA Travel, Virgin Mobile, Saxon and Barclays Bank.

Accolades

- Nominated for Best Use of Web in 2004 New Media Age Awards.
- Highly Commended in the Best Industry Innovation category at the inaugural 2002 Property Business Awards

The site's features include:

For students

- A powerful search engine accessing a nationwide database of student accommodation properties
- An easy-to-use, comprehensive set of accommodation criteria, including geographical location, number of rooms (including required size of room), rent, interior facilities (from satellite/cable television to dishwasher), exterior facilities (from garden to off-street parking) and service facilities (eg CORGI registered gas central heating)
- Notice board facility
- Clipboard facility to save accommodation details
- Landlord email facility which sends an email to the landlord with one click when a student finds a property they like. The email specifies the house and student details and effects an introduction between the student and landlord.
- Chatroom to allow potential housemates to talk to each other and review house options.

For Landlords

- Sophisticated, user-friendly '**landlord admin suite**' which allows landlords to directly upload and edit their property details and pictures on the Accommodation for Students website. The unique measurement facility allows landlords to judge the effectiveness of

the website in attracting student interest to their properties and ultimately their letting.

- Easy contact system: Accommodation for Students '**email landlord service**'. This service enables students to send a generic email of interest to a landlord with one click. This also ensures the privacy of landlord email addresses.

About Saxon

Saxon Insurance is a major market force in university and student related insurance offering a range of products for students, nurses, graduates and young professionals. Saxon continually adopts an innovative approach to product design and development to try and anticipate the needs of our customers.

For further information on Accommodation for Students please contact:

Stewart Ross (Ross Media Relations)

Tel: 07966 540787

stewart@rossmediarelations.co.uk

Simon Thompson (Accommodation for Students)

Tel: 07808 714 068

simon@easyafs.com

For further information on Saxon Insurance, please contact:

Linda Wright

Tel: 0115 9313549

linda@saxoninsurance.net