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FOR IMMEDIATE RELEASE

## **MAKING 'LIFE' MAINSTREAM**

CANNEX releases *first-ever life insurance star ratings* report today.

Examining the full life insurance suite of products under the microscope to make it more accessible to consumers by star rating products is the concept behind the first-ever *life insurance star ratings* report, released today by leading finance research and ratings company, CANNEX.

Vigorous research across the complete product range from 15 companies, taking in no less than 300,000 quotes, was the basis of a mammoth project that rated products up to the prestigious CANNEX 5 stars.

Five product categories were assessed – Term Life insurance, Trauma insurance, TPD, Packaged Life insurance and Income Protection.

“We looked at four occupation categories and three age groups to determine how well products performed and were pleasantly surprised at the solid, overall strength of the life industry in providing strong value contracts,” Head of CANNEX Adviser Services, Stephen Mitchell, said.

“Scores in our star ratings are very close which can only be a positive sign for planners when individualising strategies for clients.”

CANNEX rated all product premiums according to gender and assumed non-smoker status. Occupations comprised Professional, White Collar which includes managerial and clerical, Retail/Light Manual and Blue Collar. Three age groups were looked at – Young 20-35, Mature 35-50 and Empty Nester 51.65 – to give a comprehensive overview of product differences.

Each insurance company has different rules for their products such as sum insured limits on Term Life, Trauma and TPD. This rule can state the Trauma sum insured must be of the equivalent amount as the Term Life or TPD sum insured amount. While the rule does not make the policy any worse, it does affect the way the policy must be structured and, in turn, effectively excludes the product from comparison in CANNEX's Packaged Life 5 star ratings. Stepped premiums were also used as the basis of research comparisons in this study.

“By concentrating squarely on improving the consumer's understanding of life products and identifying how these products can benefit individual situations, we believe we will heighten consumer awareness of the financial planning industry,” Mr Mitchell said.

“Life insurance is not a D.I.Y. product and we have taken great care in stressing to consumers that no matter how much we demystify these products, they are not, and may never be, products you buy without individual, professional advice.”

“Getting it wrong means the involvement of a licensed financial planner is essential in the mix. However, the depth of research CANNEX has undertaken and the insights we can provide will give the consumer much more information and knowledge which will be useful when taking that next step and talking it over with a planner.”

After collating the results, ING Life stood out for consistency across Australia in all five categories – Term Life, Trauma, TPD, Packaged Life insurance and Income Protection insurance.

ING Life was awarded CANNEX National 5 Stars for Overall Best Value Life Insurer after the company’s products figured prominently among the top in each individual product and occupation categories. This strong performance across the board resulted in overall top honours.

Drilling down at an individual product level, ING Life was joined by Tower Life Australia, Macquarie Life, CommInsure and AMP Life as offering 5-star superior products in what was often a very close contest. In fact, two insurers, ING Life and CommInsure could not be separated in the highly competitive category of Income Protection.

In the occupation categories of Professional, Light Manual, White and Blue Collar workers, ING Life triumphed in three out of four 5 star awards. ING won the Best Value for the Professional, White and Blue Collar sectors. Macquarie Life took out the award for the Light Manual section which also includes retail and hospitality.



Best Value Life Insurer

**National 5 Star Overall Award**  
**Best Value Life Insurer**  
**ING Life**

### National 5 Star Category Awards

- |   |   |                                  |
|---|---|----------------------------------|
| <b>Best Value Insurer Term Life</b>         | - | <b>Tower Life Australia</b>      |
| <b>Best Value Insurer Trauma</b>            | - | <b>Macquarie Life</b>            |
| <b>Best Value Insurer TPD</b>               | - | <b>AMP Life</b>                  |
| <b>Best Value Insurer Packaged Life</b>     | - | <b>Macquarie Life</b>            |
| <b>Best Value Insurer Income Protection</b> | - | <b>CommInsure &amp; ING Life</b> |

## National 5 Star Occupation Awards

<b>Best Value Life Insurer - Professional-</b>	<b>ING Life</b>
<b>Best Value Life Insurer – White Collar -</b>	<b>ING Life</b>
<b>Best Value Life Insurer – Light Manual-</b>	<b>Macquarie Life</b>
<b>Best Value Life Insurer – Blue Collar -</b>	<b>ING Life</b>

“These insurers demonstrated broad and deep value offered to consumers through a network of financial planners and deserve our congratulations for the consistent products they provide to the Australian population,” Mr Mitchell said.

“The star-rated products shown provide consumers with a great short list of products worth further investigation with their financial planner. An added bonus for the consumer is that in looking up these results on the CANNEX website, they will also find useful information about all life insurance products and this can only benefit the industry.”

Full results plus a comprehensive section on the methodology used to compile the *life insurance star ratings* can be found on [www.cannex.com.au](http://www.cannex.com.au)

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### For further information:

Stephen Mitchell  
Head of Adviser Services  
(07) 3837 4116  
[stephen.mitchell@cannex.com.au](mailto:stephen.mitchell@cannex.com.au)

Christine Thelander  
Head of Communications  
(07) 3837 4151  
[christine.thelander@cannex.com.au](mailto:christine.thelander@cannex.com.au)

### About CANNEX:

CANNEX provides Australia's only fully interactive online research service in retail and business finance.

Founded in 1992, CANNEX (Aust) Pty Limited is Australia's premier researcher of retail finance information for over 350 institutions such as Banks, Building Societies, Credit Unions, Finance Companies, Brokers, Mortgage Originators, Life Companies and finance related Internet Portals.

CANNEX customers use the extensive database for competitor analysis as well as a means of disseminating their product range. CANNEX also distributes this information to print and electronic media for publication and to Agents, Accountants, Brokers and Internet Portals for use in advising their clients.

### Does CANNEX rate other product areas?

**YES**, CANNEX also rates the suite of banking and insurance products listed below. These star ratings use similar methodologies. This guarantees the quality and transparency of all our star ratings. The use of similar star ratings logos also builds consumer recognition of quality products across all categories. Please access the CANNEX website at [www.cannex.com.au](http://www.cannex.com.au) if you would like to view the latest CANNEX star ratings reports of interest.

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Low-doc home loans  
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