



Sword Launches Web Site for Insurance Division

New Era For Insurance Technology

Boston, 20th May 2010

Leading global software provider Sword Group is delighted to announce the launch of a new website www.sword-insurance.com to showcase the Group's unique value proposition for the North American insurance sector.

Following the Group's acquisition of US-based AgencyPort in November 2009 Sword has been refining its insurance proposition based on feedback from clients and insight from key industry analysts. Sword now offers leading distribution, back office and CRM solutions combined with business intelligence tools helping insurance companies use technology to better source new business and service existing policyholders. This unique combination of best of breed components can be deployed independently, together as a bundled package or in any à la carte combination.

Commenting on Sword's new and enhanced offering to P&C and life insurance companies, Mason Power, VP Product and Market Strategy said, "Each of our solutions helps our clients grow their market share, expand into new markets, and improve their producer and policyholder satisfaction. While we offer products that enable a better customer experience throughout the customer lifecycle from sales to policy servicing and client support, we are still known for being quick to market with solutions that deliver immediate business value."

"We chose to release this new website on the eve of the annual ACORD Forum in Las Vegas as we believe this is a fantastic opportunity to meet fact to face with insurers and introduce them to our latest solutions. Visitors to our ACORD booth (#341) will be able to see our product showcases, find out more about our collective roadmaps and enjoy interactive demonstrations. In addition to our conventional demonstrations we'll also be working with the latest mobile devices including the iPad."

Sword Group is exhibiting at the ACORD LOMA Insurance Systems Forum (www.acordlomaforum.org) in Las Vegas from 24th to 26th May 2010. This year our highlights at ACORD will be SwordAgencyPort, SwordCiboodle and SwordIntech.

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Additional Information

About Sword Insurance

The insurance division at Sword delivers software solutions that help companies around the world sell their products and service their clients throughout the customer lifecycle. We are the first to offer the unique combination of policy administration, CRM, and distribution technologies along with robust business intelligence tools—a powerful mix that makes the complex business of insurance easier and smarter, and helps our customers seize opportunities and gain a competitive edge quickly. For further information visit www.sword-insurance.com

About Sword Group

Sword Group delivers high value business applications to the world's largest companies globally. With operations in 55 countries, Sword today employs over 1700 people and in fiscal year ending December 2009 generated more than \$260m in consolidated revenue. An international leader in the delivery of Business Process Improvement solutions, Sword's skills, infrastructure and experience help our customers across regulated industries optimize performance, increase efficiencies and maximize return on investment. With flexible delivery options, including On Demand and On Premises, combined with our extensive industry expertise, Sword provides comprehensive support to customers across insurance & healthcare, energy, banking & finance, telecoms, utilities, engineering & construction & government. For more information, please visit www.sword-group.com