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PRESS RELEASE
FOR IMMEDIATE RELEASE

Tune Ins Holdings Berhad Launches Product Rebranding Exercise

- **Travel protection products to be branded as “Tune INSURE”**

Kuala Lumpur, 26 February 2013

In line with its listing exercise on the Main Board of Bursa Malaysia on 20 February, Tune Ins Holdings Berhad (TIH) has embarked upon a product rebranding exercise that will see its range of travel protection products being marketed in line with the company’s overall branding.

Currently known as **AirAsia INSURE**, the rebranding exercise will see the products being marketed as **“Tune INSURE”**. The exercise will kick off with ***The Tunetastic Race***, an integrated campaign involving social media, radio and on-ground activities to announce the brand change. The re-branding exercise will commence in Malaysia and will be expanded in stages to TIH’s 14 countries and territories. TIH expects the exercise to be completed by the end of June 2013.

Peter Miller, the CEO of TIH, said, “Now that our company is a public listed entity, it is extremely important to our shareholders and investors that our travel protection products are marketed and distributed in a manner that is entirely consistent with the brand value and aspirations of Tune Ins.”

“**“Tune INSURE”** will be a product name that will better emphasise and state our products’ value propositions of travel protection and safety for today’s discerning air travellers. The re-designed logo and name change will accentuate our company’s credentials of offering exceptional travel protection to Air Asia travellers.”

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Al-Ishsal Ishak, Group Head of Brand & Ancillary Income at AirAsia, stated, “We are extremely encouraged with Tune Ins’ endeavour over the years to ensure AirAsia guests have peace of mind when travelling with us. As the World’s Best Low-Cost Airline four years running, it is extremely important for AirAsia’s guests to be endowed with the best options available when selecting our service. The success of Tune Ins’ recent listing exercise is testament to the sound business model the company has built and tangible value that benefit consumers who are increasingly purchasing travel protection from AirAsia.com.”

“Together, under the banner of “**Tune INSURE**”, we will continue to deliver the best travel protection in the industry, whilst educating guests on the value of our exclusive travel protection product.”

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Issued on behalf of Tune Ins Holdings Berhad by Edelman PR Worldwide Sdn Bhd. For further information on this release, kindly contact:

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About Tune Ins Holdings Berhad

We are an insurance product manager for our online partners (currently AirAsia, Tune Hotels and AirAsia Expedia) where we, amongst others, design and manage insurance products that will be sold to the customers of our online partners. Our subsidiaries are insurance providers or underwriters, directly and via reinsurance, of general and life insurance products across the Asia-Pacific region.

We operate two core businesses, namely an online insurance business and an other general insurance business, currently only in Malaysia, through our 83.26% owned subsidiary Tune Insurance Malaysia Berhad.

Our online insurance business comprises insurance products that are sold to customers as part of their online booking process with our online partners. TIHB has exclusive agreements with its strategic partners, AirAsia and Tune Hotels, as well as an arrangement with AirAsia Expedia.

In Malaysia, through our 83.26% owned subsidiary Tune Insurance Malaysia Berhad, the general insurance business offers a broad range of insurance products including motor, property (fire and contents), foreign workers, individual and employee benefits (health, dental, personal accident), marine-related (cargo, transit, hull) and engineering supported by approximately 1,000 agents and 15 offices throughout Malaysia.

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