



PRESS RELEASE

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BF&M Limited Launches New Wellness Programme Entitled Wellness Matters

John Wight, President & CEO of BF&M Limited, today launched BF&M's new preventative wellness programme entitled Wellness Matters! Mr. Wight said, "BF&M has spent considerable time and resources to develop a programme that would provide our policyholders with the quality and service they have come to expect from our Company. I am confident that Wellness Matters will be of great interest to our policyholders, their spouses and dependants as it builds on our efforts to encourage individuals to develop a healthier lifestyle."

For five years BF&M has published "BF&M Health Matters", a preventative health newsletter, to educate the community about steps they can take to improve their health. In addition, BF&M offers the benefit of Executive Medical Exams to its Global Health Plus and Global Elite members. Building on this concept of prevention, BF&M is now introducing an interactive Wellness Programme that is customized to the needs of each person.

Wellness Matters features a Health Risk Assessment, an easy and convenient tool which allows clients to identify and manage their health risks. The overall goal of identifying risks is improved wellbeing and quality of life. Honouring our commitment to integrity, all information from the Health Risk Assessment is kept strictly confidential.

In addition to our Health Risk assessment, Wellness Matters has a robust library containing a unique drug reference section that explains over 33,000 drugs. The site also includes a handy BF&M Local Resource Guide to help users contact organizations or individuals who can assist them in developing a healthier lifestyle.

To access BF&M's new Wellness product, clients can simply go to www.bfm.bm and click on the Wellness Matters banner. After following the instructions for log-in, entry into the client's BF&M policy portfolio and wellness site is immediate.

Mr. Wight added, "We are very proud of Wellness Matters. I sincerely hope that it empowers our policyholders to choose a proactive approach to healthy living."

BF&M LIMITED

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BACKGROUND

BF&M Limited is the holding company of the BF&M Insurance Group. The two largest operating companies within the Group are BF&M Life Insurance Company Limited, a leading provider of life, health and pensions products, and BF&M General Insurance Company Limited, the leading general insurer providing all forms of property, casualty, motor and marine products. The group includes several other companies including Marchmont Insurance Company Limited, North Atlantic Asset Management Limited and BF&M Properties Limited (including Scarborough Property Holdings Limited and Barr's Bay Properties Limited), and a 51.7% interest in the Insurance Corporation of Barbados Limited.

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