

MEDIA INFORMATION

Tuesday 3rd February 2015

VITALITY, THE HEALTH INSURER, KICKS OFF HEALTHY NEW RUGBY PARTNERSHIPS

- Vitality, the health insurer that rewards healthy living, adds Rugby Football Union and Scottish Rugby to a sponsorship portfolio that already includes the Welsh Rugby Union.

Vitality has been announced as the Official Wellness Partner of England Rugby, Scottish Rugby and the Welsh Rugby Union ahead of the 2015 RBS 6 Nations Championship which kicks off this weekend.

This is part of an innovative health partnership with both the men's and women's teams. The agreements give Vitality a wide range of assets, from stadium TV advertising to money-can't-buy experiences for its members. The partnerships are aimed at raising the profile of health insurance among rugby fans and players alike.

Rugby fans across the UK and the world will see Vitality branding at Twickenham Stadium, BT Murrayfield and the Millennium Stadium. As part of the agreements, new and existing Vitality members will also have the chance to win tickets and signed merchandise, as well as the opportunity to meet star players from both the men's and women's national rugby teams.

Neville Koopowitz, CEO of Vitality, said: "We believe in the power of sport to help inspire people to live a healthy life, which is why we partner with leading sports figures, teams and events to help us share the Vitality message. We are excited to be the new Official Wellness Partner of England Rugby, Scottish Rugby and the Welsh Rugby Union - our latest move in our goal of changing health insurance for good."

Seeking to grow awareness of the brand within the UK whilst promoting the benefits of a healthy lifestyle, the move into rugby further strengthens Vitality's position in top level sport. Vitality already partners with Arsenal FC, Liverpool FC, and Manchester City FC, as well as cricket Test Match Grounds across the UK. The brand is the title sponsor of the Vitality Run Series and the ITU's Vitality World Triathlon London.

Speaking at the England Rugby Partnership Launch, Sophie Goldschmidt, RFU Chief Commercial and Marketing Officer, said: "We are delighted to welcome Vitality to our partnership family. There is



THE NEW NAME FOR PRUHEALTH

natural alignment between RFU and Vitality, a brand that is a progressive market leader in the promotion of the health and wellness amongst its members. The RFU is committed to growing the game across all levels from grassroots clubs right through to the professional level. Our new partnership with Vitality will enable the RFU to continue to deliver on investing back into the game.” Speaking at BT Murrayfield, Scottish international Sean Lamont said: “Sport and exercise can be fun and after a while it becomes quite addictive, even if you’re not a professional athlete. It’s fantastic that Vitality rewards you for being fit, especially on those days when you need a bit more motivation.”

Speaking at the Welsh National Centre of Excellence at The Vale, Welsh international Alex Cuthbert said: “Health and wellbeing is a huge part of my life, from what I eat to how I train, especially in the build up to something as major as an international rugby tournament. I’m delighted we have Vitality on board as our Wellness Partner.”

Vitality’s latest partnerships announcement follows the company’s successful re-brand from PruHealth and PruProtect.

As well as discounted gym membership and half price health screens, Vitality rewards members for taking steps to improve their health through a range of partners delivering a number of benefits from cashback on holidays, to vouchers for sports kit, to cinema tickets.

For further information about the individual partnerships visit vitality.co.uk

-ENDS-

Editor’s Note:

For further information, please contact:

Kelly Thomas, Vitality Communications, Kelly.thomas@vitality.co.uk

Louise Cook, Essentially Group, Louise.cook@essentiallygroup.com

Suzi Murray, RFU Communications, suzimurray@rfu.com

Jill Davidson, Scottish Rugby Commercial Partnerships, Jill.Davidson@sru.org.uk

Rachael Newbury, WRU Commercial Partnerships, RNewbury@wru.co.uk



About Vitality – changing health and life insurance for good

Vitality is the new name for PruHealth and PruProtect, the insurance business that helps people understand how they can improve their own personal health. Vitality makes it cheaper and easier for its members to get healthy and gives them rewards to keep them motivated, through a range of discounts and incentives.

Vitality has partnered with a number of Vitality Ambassadors, Jessica Ennis-Hill, Sebastian Coe and Jonny Wilkinson, role models who embody the values of Vitality. They are all using their passion for living a healthy lifestyle to motivate others to make positive changes. Taking small steps today can dramatically improve wellbeing over the long-term, regardless of your current state of health.

Vitality is also Official Wellness Partner of Arsenal FC, Liverpool FC and Manchester City FC, and Cricket's UK Test Match Grounds. The business is also title sponsor of the Vitality Run Series and the ITU's Vitality World Triathlon London.

VitalityHealth is one of the UK's leading private medical insurers and has pioneered the 'shared-value' insurance model. This is a unique approach which delivers value for Vitality members through rewards and ultimately better health. Society as a whole also benefits, as the company's profits, which come about as a result of people being healthier and claiming less often, are redirected into the programme in the form of incentives, which in turn encourages more healthy activity. For more information www.vitality.co.uk