



the warranty group®

*For immediate release*

## **The Warranty Group Announces Agreement with Coverdell**

**CHICAGO**, February 1, 2011 – Virginia Surety Company, Inc. (VSC), a wholly-owned subsidiary of The Warranty Group, Inc., today announced an agreement with Coverdell, Inc. to provide a customer loyalty program and support.

Coverdell, a full-services marketing company, will offer “Shop Ship Protect,” a program including price protection, extended warranty, purchase assurance and satisfaction guarantee benefits. Offered to financial institutions and others, the program is designed to enhance customer loyalty and generate fee income.

“Coverdell’s strategy is to provide high value enhancements to consumer purchases, and the logical choice was VSC, the industry leader. Solid financial backing is essential for all our offers, and VSC brings that and more to the relationship,” said Kathy Lannen, Executive Vice President of Coverdell.

According to Mike Frosch, President of North America at The Warranty Group, “Coverdell’s requirements align perfectly with our abilities to drive customer acquisition, retention and loyalty. Their clients will benefit from our strong financial backing and administrative capabilities and our proven record of adding value to every customer touchpoint through automation and technology innovations.”

Shop Ship Protect will be available nationwide this month through financial institutions and affinity groups.

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### **About The Warranty Group**

The Warranty Group is the world’s premier provider of service contracts and related benefits, with operations in 33 countries and 1800 employees. With underwriting, claims administration and marketing expertise, The Warranty Group is a global single-source solution for manufacturers, distributors and retailers of consumer goods including autos, homes, consumer electronics, furniture and appliances as well as financial institutions and the travel and leisure industry. [www.TheWG.com](http://www.TheWG.com)

### **About Coverdell**

Coverdell is a full-service marketing services company with offices in Atlanta, Chicago and Montreal. A renowned provider of loyalty and fee-income products, Coverdell has established partnerships with major financial institutions, corporations, and insurance companies across North America. With over 14 years of experience administering affinity membership programs, and over 40 years of retail marketing experience, Coverdell services millions of individuals across the country and is one of the largest providers of discount healthcare programs in the country. [www.coverdell.com](http://www.coverdell.com)

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