



Insurance Services

**For Immediate Release**

## **Travelex Insurance Services Launches An Innovative Family-Friendly Insurance Program and Enhances Existing Portfolio**

**OMAHA, Neb.** – July 30, 2010 - From volcanic ash to earthquakes, and an H1N1 epidemic; no vacation is immune to the possibility of cancellation, interruption, or delay. Travelers today are asking how they can protect their trip, their family and their investment.

In response to those needs, Travelex Insurance Services has just created a new protection plan called Travel Select Advantage that was designed with the traveling family in mind, providing coverage for children under age 21 at no additional charge when accompanied by a covered adult family member – an industry first. In addition, this plan automatically includes three popular lifestyle paks which provide coverage tailored to students and athletes, families with children and working professionals.

From the basic weekend getaway to the most luxurious journeys abroad, Travel Select Advantage compliments a full portfolio of Travelex protection plans designed for all types of travel. And now residents of all 50 states have access to the complete portfolio of Travelex protection plans.

Most travelers have first-hand experience with unplanned expenses such as canceled flights, lost baggage or missed connections due to weather. They realize that travel insurance is a smart investment even for their less costly excursions. Any one of these unexpected events can easily cost more than a travel protection plan which on average is priced at 5% to 10% of the overall trip cost depending on the traveler's age and plan purchased.

"Travel Agents like the enhancements to our Travel Basic product and; with the addition of full trip interruption coverage and no age restrictions the product is even more appealing to the cost conscience traveler during these economic times," said Mike Ambrose, President of Travelex Insurance Services, "The new Travel Select Advantage with 'kids free' and three life style paks built into the product at no additional charge is a tremendous value for traveling families."

### **About Travelex Insurance Services:**

Travelex Insurance Services, headquartered in Omaha Nebraska, is one of the leading travel insurance businesses in the United States. The company was founded in 1996 when the Travelex Group purchased the travel insurance distribution services of the Mutual of Omaha Companies. Travelex delivers a wide range of travel protection plans through travel agencies and tour operators, in major airports and online at [www.travelexinsurance.com](http://www.travelexinsurance.com).

### **About the Travelex Group:**

Travelex is the world's largest retail foreign exchange and business payments specialist. The group is also one of the world's leading providers of outsourced travel money to banks, travel agencies and other financial institutions. The group serves businesses and individual travelers through nearly 700 banks, stores, malls and airports in four regions: the Americas; United Kingdom; Europe, Middle East and Africa; and Asia Pacific. For more information, visit [www.travelex.com/us](http://www.travelex.com/us).