

Moneysupermarket.com Group PLC launches ICERO.DE in Germany

October 16, 2007: The UK's number one financial comparison website moneysupermarket.com today announces its expansion into Europe.

The group, which floated on the London Stock Exchange in July and was recently admitted into the FTSE 250, has launched its German comparison site, which will be branded as icero.de.

Headed by CEO Tim Heidfeld, icero.de is launched this week with 10 employees based in offices in Munich. The site is technologically powered by the group's IT team in the UK.

At launch the site offers a comprehensive selection of car insurance products, listing the products of 100 providers from a market of 113.

Simon Nixon, Chief Executive Moneysupermarket.com Group PLC, said: "This is another major landmark in an extremely eventful and successful year. We have deliberately chosen Germany as the first step of our European expansion in light of the many similarities with the UK market. The German online market is well developed and the public is discerning about gaining value from their products and services.

"We are very excited about the opportunity to develop online price comparison in this large and dynamic market.

"Our first product channel is car insurance, where we search the products of 100 providers – this is believed to be around 50 per cent more providers than our nearest rival."

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