



EMBARGOED UNTIL 0600hrs THURSDAY, 20 AUGUST 2009

WANT TO REV SIR RICHARD BRANSON'S ENGINE?

20 August 2009: Virgin is storming into town to shake up Australia's car insurance industry with the launch of Virgin Car Insurance. To celebrate, Virgin Car Insurance is looking for Australia's best driver to help Sir Richard Branson get around next time he's in town.

In typical Sir Richard style, he's going to let the best person for the job find him, calling for Australians to enter online to win the chance to spend a 'day in the life' of the world's most charismatic business tycoon and adventurer.

The experience promises to be one helluva-ride, with a typical day for Sir Richard starting early and finishing late, featuring a whirlwind of press interviews, media stunts, staff visits and a quick spot of surfing before ending with a night on the town.

Given that Sir Richard will be choosing the winner, he is quite definite about the sort of person with whom he wants to share his day.

"I am looking for someone with a great sense of humour, a real sense of adventure and, importantly a good sense of direction.

"Frankly, I am looking for someone who, as you Australians like to say, is going to be 'good value', just like our new Virgin Car Insurance," Sir Richard said.

To make sure he's in safe hands, Sir Richard will also fly the competition winner and a friend to Singapore to join him in the pits at the Formula 1 Grand Prix in September.

Here they will get the opportunity to pick up some last minute driving tips from Jensen Button and some of the world's best F1 drivers battle it out at Formula One's only night time race.

And to make sure Sir Richard feels right at home on Australian roads, the competition winner will be sitting behind the wheel of a specially designed London cab ready to pose the perennial question, "Where to gov'na?"

Entry to Virgin Money's 'Driving Sir Richard' competition is available at www.drivingsirrichard.com.au. Applicants must upload a 60 second video explaining why they're the best person for the job, with the most creative entry awarded the keys to Sir Richard's black cab.

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Notes to editors:

- Virgin Car Insurance is shaking up the Australian car insurance industry, currently dominated by only two major players, by delivering an excellent product at a great value price supported by customer service that everyone has come to expect from Virgin.
- Challenging the notion that car insurance must rise every year, Virgin Car Insurance will cap premiums for the first two years and offer 13 months for the price of 12 months when signing up online.
- For more information on Virgin Car Insurance www.virginmoney.com.au

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