

News release



21th March 2011

AVIVA'S GET ACTIVE JUST GOT BETTER

Aviva is making it even easier for customers to get fitter with a new and improved version of its Get Active website.

Aviva customers covered on its private medical insurance (PMI), cash plan and group risk products are now able to access cheaper health club membership at Curves, the specialist women's health and fitness club. Offering 30 minute workouts designed to help individuals stay fit and healthy during a busy day, this partnership further expands the breadth and coverage of the Get Active network.

In addition, the refreshed website has been developed to include extra tips and information for those who may not have time to visit the gym but are still interested in getting active. This new area looks at simple ways that people can use their everyday activities to improve their health with the focus on making exercise enjoyable and part of a daily routine. Also included are some useful nutritional tips that can be particularly beneficial when considering exercise but can also help to encourage healthy eating habits in day-to-day life.

Rebecca Paterson, head of marketing communications and consumer propositions at Aviva UK Health, said "We are committed to helping our customers get moving and find ways that they can take an active role in improving their health and wellbeing. We also recognise that not everyone wants to go to the gym so we have included more information to help our customers take small steps to leading a healthier lifestyle."

The site, accessible at www.aviva.co.uk/getactive, also includes new information around health screens and details on how Aviva is working with Change4Life, the national movement that helps people take small steps to positively change their behaviours and attitudes to health.

- Ends -

If you are a journalist and would like further information, please contact:

Amber Chable : Aviva Press Office : 07738 724820 : amber.chable@aviva.co.uk

Notes to editors:**About Change4Life**

Aviva is supporting Change4Life by promoting Change4Life messages that align with its MyHealthCounts programme to its customers. MyHealthCounts is an innovative health management service which encourages Aviva's health insurance customers to lead a healthier lifestyle which could lead to discounts on their individual premiums at renewal.

Aviva is also supporting Change4Life through its position as the number one sponsor of UK Athletics. As well as supporting the Aviva GB & NI Team athletes in both competition and training, Aviva is providing opportunities for every child in the UK to get involved in athletics through the Aviva Athletics Academy. These programmes, supporting both elite and grassroots sport, showcase Aviva's ambition to help improve the nation's health and wellbeing.

Change4Life is a groundbreaking movement bringing government, community groups, health workers, teachers, and businesses together. Its shared goal is to help everyone eat well, move more and live longer. Since its launch in January 2009, over 436,000 families have signed up to Change4Life. For more information visit <http://www.nhs.uk/change4life>.

About Aviva

Aviva is one of the world's largest insurance groups* with 53 million customers worldwide and 46,000 employees.

Aviva's main activities are long-term savings, fund management and general insurance, with worldwide total sales of £45.1 billion and funds under management of £379 billion*.

In the UK, Aviva takes care of its 19.2 million customers by helping them look after their future, protecting what's important – from their health to their homes, their cars to their business – and saving for the future.

Aviva has a 10.5%** share of the UK life and pensions market and insures one in six homes and one in ten cars in the UK. It is also one of the oldest UK insurers, with a heritage stretching back more than 300 years.

RAC, which is owned by Aviva, provides breakdown and insurance services for individuals and businesses and has around seven million customers.

Aviva is carbon neutral worldwide, and is ranked in the top 10% of socially responsible companies globally by the Dow Jones Sustainability World Index. In the UK, Aviva invested £3.8 million into local communities in 2009. Read our corporate responsibility report at www.aviva.com/cr.

Aviva's global Street to School programme is working in partnership with Railway Children in the UK to get children living on the streets back into education and everyday life. Find out more at www.aviva.co.uk/street-to-school.

The Aviva media centre at www.aviva.com/media includes images, company and product information and a news release archive.

For broadcast-standard video, please visit <http://www.aviva.com/media/video/>.

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**based on gross worldwide premiums at 31 December 2009*

***Source: ABI data released August 2010*

