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Sent: 28 September 2011 12:51
To: Elaine Maher
Subject: Irish Life launch Campaign - Business Opportunity



Industry News

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Irish Life are about to launch a major sales promotion to highlight the need for adequate life assurance and offer up to €10,000 free cover to the first 20,000 parents that apply. Irish Life will be contacting you with details which will allow you e-mail potential clients with a link clients will need to click on to apply. All leads we have been assured will be passed back to the introducing broker and not used for direct marketing purposes by Irish Life. A significant advertising campaign will be run in conjunction with this promotion.

Such initiatives by Life companies are to be welcomed and should generate qualified leads to help grow your business in the coming weeks.

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