



For immediate release

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**NobleOak recognised in the 2015 CANSTAR Direct Life Insurance Star Ratings
Received the highest number of 'Five-Star Outstanding Value' awards**

NobleOak's Premium Life Direct product received 14 'Five-Star Outstanding Value' ratings

Sydney, Australia – NobleOak Life Limited (NobleOak), an independent Australian owned and operated specialist direct life insurer, received the highest number of 'Five-Star Outstanding Value' product ratings in the recent 2015 CANSTAR Direct Life Insurance Star Ratings.

NobleOak was awarded 14 of the esteemed 'Five-Star Outstanding Value' ratings across its Premium Life Direct product.

"Achieving 14 Five-Star Outstanding Value awards in the CANSTAR Direct Life Insurance Star Ratings – the most of any direct life insurer – is strong acknowledgement that NobleOak is delivering on our vision to better protect Australians and their families. With recognition that NobleOak's Premium Life Direct cover offers excellent value for money, as well as high quality features and benefits, control firmly rests in the customers' hands to access outstanding value life insurance," stated Anthony R Brown, NobleOak Chief Executive.

With a deep history of providing help to where it was most needed, NobleOak has been protecting Australians since 1877. It is a public unlisted Australian life insurer, regulated by APRA. NobleOak provides high quality life insurance cover without large upfront commission payments to third parties, thereby keeping costs low and passing savings directly back to clients, wrapped up with great personal service.

In 2015, CANSTAR Direct Life Insurance compared 31 direct life insurance policies from 27 insurance companies. This research covered five age groups and 20 common profiles detailing gender and smoking status of people within their 20s, 30s, 40s, early-50s and late-50s.

Open to any participating direct Australian life insurer, the CANSTAR Direct Life Insurance research ranks direct life insurance based on value-for-money measures and then awards a star rating according to rank.

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About NobleOak Life Limited

NobleOak is an Australian Life Insurer that provides comprehensive life insurance and other covers with award-winning personal service. It keeps costs low by avoiding expensive mass advertising and large upfront commission payments to third parties, and passes savings back to clients through reduced premiums.

NobleOak was established in 1877 and their products are backed by a top 3 global reinsurer for extra security. Their insurance products are easily accessible through many advisers, associations and other business partners, or direct applications can be made over the phone or online at www.nobleoak.com.au.

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