



FOR IMMEDIATE RELEASE

TripInsurance.com Now Offers Coverage for iPhones, Cameras and Electronic Equipment for Domestic and Overseas Travel

New Partnership Covers Theft and Accidental Damage for Laptops, iPads, iPhones, Smartphones, Digital Cameras, and Other Portable Electronics

LOS GATOS, Calif. (October 25, 2012) – TripInsurance.com (www.TripInsurance.com), the most trusted online resource to help travelers find the trip coverage they need, has signed a partnership agreement with Worth Ave. Group (www.worthavegroup.com) to add insurance for theft or accidental breakage of portable electronics for TripInsurance.com customers (<http://www.tripinsurance.com/iphone-insurance>). The Worth Ave. Group insurance is sold as an option to TripInsurance.com's travel insurance policies and provides annual worldwide protection for iPhones, iPads, laptops, smartphones, cameras and other portable electronics.

Today's travelers carry more portable devices with them than ever before, including laptop computers, iPhones, iPads, advanced digital cameras and eBook readers. Unfortunately, these aren't adequately covered by most travel insurance policies. Travel insurance policies usually exclude portable electronics from coverage, or have a claim limit of only \$300 to \$500 for a stolen item. And while some homeowner's insurance policies will cover stolen electronics for travel in the United States, they seldom cover the item for international travel, and the average \$500 to \$1000 deductible doesn't recoup much of the replacement cost of a stolen iPad, laptop or camera.

The Worth Ave. Group insurance coverage is underwritten by Hanover Insurance Group and is specifically designed for cameras and electronic devices. For a modest annual fee, Worth Ave. Group will insure your device against theft or breakage for twelve months, whether at home, on the road, or while traveling abroad. There is a modest deductible fee – typically \$50 or less, depending on the device – and insurance claims reimburse the cost to repair or replace the device.

"Expensive digital cameras and portable electronics are common accessories for international travelers, but travel insurance rarely covers these devices," said Dan Skilken, founder and CEO of TripInsurance.com. "We're committed to give our customers peace of mind for every aspect of their trip, and by partnering with Worth Ave. Group we can provide protection for electronic devices; a service that no other online travel insurance provider offers today."

Worth Ave. Group coverage is offered as an option to TripInsurance.com's Good, Better, and Best travel insurance policies. Because it is sold as an annual policy it covers the equipment for multiple trips, as well as providing coverage at home. It is ideal for foreign exchange students to cover their laptops and other portable electronics when they take a semester overseas.

“Anyone who travels needs additional insurance for their portable devices, and partnering with TripInsurance.com will allow us to extend our offering to a new group of customers, the international traveler,” said Quang Ha, Director of Business Development of Worth Ave. Group. “We share TripInsurance.com’s commitment to outstanding customer support, and look forward to helping their customers travel with the confidence of knowing their electronic equipment is covered.”

For more information, visit www.tripinsurance.com/iphone-insurance.

About TripInsurance.com

TripInsurance.com is the online resource for comprehensive and affordable travel insurance. Most travelers really don’t understand the details and benefits of travel insurance, and buy based on recommendations from a travel agent or a third party. TripInsurance.com simplifies buying travel insurance by providing comparison-shopping online for the best coverage at the lowest prices. TripInsurance.com is committed to making insurance terms easy to understand, providing the best available coverage categorized by customers’ specific needs, and allowing travelers to buy direct from leading underwriters to achieve savings of 40% or more. The company is fully licensed for Property and Casualty, Life, and Accident and Health insurance in all 50 states, and the staff are fully trained and licensed insurance professionals.

About Worth Ave. Group

Worth Ave. Group delivers convenient, affordable insurance coverage to help individuals and businesses protect their valuable, portable electronics. Whether it’s an iPhone, laptop, gaming equipment, TV, e-reader or digital camera, Worth Ave. Group specializes in giving customers a cost-effective solution that provides a sense of security should something unexpected happen to their electronics. Worth Ave. Group sister company, National Student Services Inc., has insured personal property since 1971.

For more information, visit www.tripinsurance.com.

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