

Claro Teams with Assurant Solutions to Create a Unique Smartphone Offering in Brazil

Claro Up includes installment payments, yearly upgrades and insurance against accidents and qualified theft

ATLANTA, Nov. 18, 2014 -- Claro, part of the largest telecom group in Latin America, has teamed with Assurant Solutions to launch an innovative new program in Brazil that will enable customers to purchase one of the world's most popular smartphones through monthly installment payments and be eligible for a yearly upgrade. The new program, called Claro Up, launched Nov. 14.

Claro Up gives local customers the opportunity to purchase the recently released smartphone - both standard and plus-sized - in 24 fixed payments with the option to buy a new device every 12 months. In addition, the program provides insurance against qualified theft and accidental damage, including liquid damage.

"We are very proud to offer a new and compelling program like Claro Up in Brazil, coming on the heels of the launch of these highly sought-after smartphones," said Carlos Zenteno, president of Claro. "Through this program, our 69 million customers will enjoy the best mobile experience available, combining affordability, security and convenience. The program makes it easy for customers to upgrade their phones every 12 months. To receive an upgrade, customers simply need to return their current smartphone in good condition. Claro will then settle the remaining payments and start a new 24 installment schedule on the upgraded phone."

Claro also offers an additional service to Claro Clube Associates, members of Claro's loyalty program, who can use their program points to reduce their monthly installment payment.

"We know it's important for consumers to stay connected through their mobile devices," said Craig Lemasters, president and CEO of Assurant Solutions. "That's why Assurant Solutions will work quickly to keep Claro customers' lives running smoothly in the event their phone is stolen or breaks. Claro Up allows customers to enjoy the best of what these iconic smartphones have to offer while staying protected."

About Assurant Solutions

Assurant Solutions businesses develop, underwrite, market and administer specialty insurance including mobile device protection, extended service contracts and other risk management solutions through collaborative relationships with mobile carriers, electronic goods and household appliance manufacturers, retailers, leading financial institutions, automobile dealers,

funeral homes and other entities. Assurant Solutions serves customers and clients in Europe, North America, the Caribbean, Latin America and Asia. With operations in 24 locations worldwide, the Assurant Solutions executive offices are based in Atlanta, in the United States. www.assurantsolutions.com Follow us on Twitter [@AssurantMatters](https://twitter.com/AssurantMatters).

Assurant is a premier provider of specialized insurance products and related services in North America, Latin America, Europe and other select worldwide markets. The four key businesses -- Assurant Solutions, Assurant Specialty Property, Assurant Health and Assurant Employee Benefits -- partner with clients who are leaders in their industries and build leadership positions in a number of specialty insurance market segments.

Assurant, a Fortune 500 company and a member of the S&P 500, is traded on the New York Stock Exchange under the symbol AIZ. Assurant has approximately \$30 billion in assets and \$9 billion in annual revenue. Assurant has approximately 17,500 employees worldwide and is headquartered in New York's financial district. www.assurant.com

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