

GUARANTEED “2020 VISION” FOR TV BUYERS FROM TESCO

- **Tesco and SquareTrade team up to offer customers 5-year extended guarantee on televisions over the Christmas and New Year period**
- **Cover purchased in January 2015 will last until 2020**

Tesco, the UK’s biggest supermarket, and SquareTrade, the leading global provider of protection plans for electricals, have teamed up to offer shoppers a five-year extended guarantee on new TVs in the lead-up to Christmas. The offer applies to all TVs with a screen size of 32” and above and is open until January 21, 2015.

The TV range starts from £199 for a 32” set. Screen sizes go up to a massive 60”.

The offer lays down the gauntlet to other electrical retailers in the crucial pre-Christmas period.

Kevin Gillan, managing director of SquareTrade Europe said: “We’re delighted to be partnering with Tesco to make this outstanding offer to their customers throughout Christmas and the New Year. TV is a firm part of the Christmas tradition in the UK and with the price of flat screen TVs bringing larger screen sizes within easy reach of many pockets, we’re expecting a huge amount of interest in this offer.”

The SquareTrade agreement gives shoppers the peace of mind that any mechanical fault will be covered for five years from the date of purchase.

He added: “What we’re offering, for customers buying over the Christmas and the New Year period is effectively 2020 vision.”

The offer applies to all store and online purchases at Tesco from now until January 21, 2015.

- Ends -

About SquareTrade™ SquareTrade™ is the top-rated protection plan trusted by millions of happy customers for its fast and exceptional service. Unlike old-fashioned warranties, SquareTrade™ is designed for today's consumer and uses innovative technology to deliver a zero hassle claims process. SquareTrade™ has more than 200,000 fans on Facebook™, consistently wins industry awards and receives thousands of 5-star reviews for its legendary customer service. Top retailers around the world offer SquareTrade™, achieving significant sales growth and happier customers. Privately held, SquareTrade's™ investors include Bain Capital™ and Bain Capital Ventures™. SquareTrade™ is headquartered in San Francisco and London. For more information, go to www.squaretrade.co.uk.