

News Release

15 July 2010

IFB Starts Tweeting

The Insurance Fraud Bureau (IFB) has joined the world of Twitter and would like to invite all to follow.

The IFB will be "Tweeting" IFB and industry news on insurance fraud to its followers on a regular basis, as one part of maintaining fluid communication channels and expanding the audience of recipients.

To follow the IFB on Twitter - please click on the link below
<http://twitter.com/TheIFB>

You can also locate the IFB on Twitter by clicking on the Twitter link on the front page of the IFB website <http://www.insurancefraudbureau.org>

Numbers of individuals on Twitter are trebling every minute and the social site is now recognised as the way to quickly and effectively spread news to followers.

Glen Marr, Director, Insurance Fraud Bureau comments: "Since going live this week we have already gained some early followers, so please do join us now and make sure you don't miss out on any hot news and developments, and feel free to Tweet".

Twitter is simple to use and also accessible while on the move using for example Blackberrys and iPhones.

ENDS

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