

CESR
ARRIVE
ON: 16/10/06
N°: 06-507.



REGISTERED MAIL

Committee of European Securities Regulators
11 – 13 avenue de Friedland
75008 Paris
France

Your reference

Our reference

Date

Gerd Maxl, Legal Counsel Europe
October 11, 2006

Zurich Financial Services

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“Internationale Zurich Gruppe” and “First Zurich Group”

Dear Sirs

Zurich is a leading insurance-based financial services provider worldwide with its registered head-office in Zurich, Switzerland.

It has come to our attention that organisations named “Internationale Zurich Gruppe” and “First Zurich Group” are trading on the website www.interzurich.com respectively www.firstzurich.org and by telephone and are offering banking, investment and wealth protection services.

In this connection the Swedish Financial Supervisory Authority published on September 21, 2006 on its website the information about “Internationale Zurich Gruppe” having approached investors in Sweden and abroad although not being entitled to provide financial services. We have been informed by the Swedish Financial Supervisory Authority that this information was also provided to other European Financial and Insurance Supervisory Authorities. Thus, we assume you might be a recipient of such information and therefore also contemplate to publish a respective release through your individual websites.

Zurich has built up a substantial goodwill and reputation in the ZURICH name in the insurance and financial field in Europe and throughout the world. The use of the word “Zurich” by these organisations in the above mentioned context constitutes an infringement of our rights under articles 9 (1) (a, b and c) of the European Council

Regulation (EC) no. 40/94. We are concerned that the mentioned organisations' names and the domain names used are deceptively similar to Zurich's trade marks and that this similarity is likely to cause members of the public to mistakenly believe that the organisations are in some way associated with Zurich. As a direct result of this conduct, Zurich has or at least could suffer damage to its reputation and goodwill. For these reasons we have besides other actions sent letters to these organisations to ask them to immediately cease and desist their respective conduct.

With this letter (about which we have informed the Federal Office of Private Insurance in Switzerland, i.e. Zurich's Supervisory Authority in Switzerland) to you we would like to ensure on one hand that Insurance and Financial/Investment Supervisory authorities in Europe are informed about these organisations' activities. On the other hand we intend to minimise Zurich's damage and loss. For this reason we kindly ask you to emphasise in your possible releases that these organisations are in no way associated with Zurich which does as a matter of course distance itself from all the organisations' activities. We are happy to provide you with the evidence in this regard. **If you have already issued a warning notice or similar communication we would very much appreciate if you would amend such communication accordingly.** Furthermore, we want to point out the importance for Zurich that in possible releases the organisations names are stated as described in this letter, given that any inaccurate or shortened indication (e.g. Zurich Gruppe) could harm Zurich even more.

We would highly appreciate, to get informed about any actions you have taken regarding this issue. Please do not hesitate to contact either Andres Christen (E-Mail: andres.christen@zurich.com, Tel: +41 625'25'24) or Gerd Maxl (E-Mail: gerd.maxl@zurich.com, Tel: +41 625'29'47) if you have any queries.

Thank you very much for your assistance.

Yours sincerely

Zurich Financial Services



Andres Christen



Gerd Maxl