



**Mondial Assistance China to feature on CCTV’s “Absolute Challenge”  
reality TV recruitment program**

Beijing September 8th, 2006 – Mondial Assistance, international leader in assistance & travel insurance, has been selected to feature on CCTV’s “Absolute Challenge” reality TV recruitment program in September.

Modeled on the popular US TV program “The Apprentice”, Absolute Challenge takes job candidates through a number of outdoor challenges to test various competency levels related to the job they are applying for, followed by a board room interview with external HR experts & members of the company’s senior management team.

Caroline Zhao, HR Manager of Mondial Assistance China, comments: “The position of Assistance Coordinator, the staff who work in our 24-hr assistance call centre, and who are the core of our organization, will be the focus of the show which will first screen on the 23<sup>rd</sup> September at 10.00pm on CCTV2. In conjunction with Zhaopin.com & CCTV, we selected three final candidates to participate on the show, with the winner being offered employment with Mondial Assistance China as an Assistance Coordinator”.

Darren Smith, Senior Manager – Sales & Marketing of Mondial Assistance China, comments: “In China, brand awareness is a key consideration when people apply for a job with a company. In order to ensure that we have qualified, high skilled candidates applying for positions with Mondial Assistance, we need to consider mass marketing/recruitment concepts that we wouldn’t normally consider in other countries.”

“With an average viewing audience of more than 5 million people, been selected to feature on Absolute Challenge is a great way to get our brand & our company known to potential future employees”.

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**Mondial Assistance Group:** an intervention every 3 seconds, anywhere in the world. Worldwide leader in assistance, travel insurance and personal services, today Mondial Assistance Group counts nearly 8,000 staff members speaking over 40 languages. They work throughout the world in collaboration with a network of 400,000 service providers and 240 correspondents. 250 million people, or 4% of the world population, benefit from the Group’s services, which it proposes on 5 continents in over 25 countries. The Group mainly operates under its three international brands: ELVIA, Mondial Assistance and World Access. Mondial Assistance Group is a member of the Allianz Group through AGF and RAS International, each holding a 50% capital stake. [www.mondial-assistance.com](http://www.mondial-assistance.com)

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