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Given A Choice, It's Radar They Want

Former "M.A.S.H" Character Tops List of Preferred Personal Assistants

RICHMOND, VA, January 23, 2007 – In a selection he surely saw coming, Corporal "Radar" O'Reilly from "M.A.S.H." was selected as the character adults would most like to have as a personal assistant for a week. The former company clerk bested a list of iconic fictional sidekicks – from Alfred on "Batman" to Smithers of "The Simpsons."

In the just-released survey by Snap Concierge, a division of World Access that provides personal and travel assistance, adults were asked to choose a personal assistant from fictional characters. Radar's efficiency and uncanny knack for anticipating events were more desirable in a personal assistant than Alfred's poised, British charm, Karen Walker's bawdy sarcasm, and Betty's perseverance. Here are the results:

- 22% Cpl. Walter 'Radar' O'Reilly from 'M*A*S*H'
- 19% Alfred from 'Batman'
- 18% Karen Walker from 'Will and Grace'
- 12% Betty from 'Ugly Betty'
- 9% Smithers from 'The Simpsons'
- 3% Eric 'E' Murphy from 'Entourage'

"More than 20 years after Radar left prime time, Americans still see him as the quintessential personal assistant," said Emily Porter, Vice President at Snap Concierge. "Our concierge professionals have many of the same qualities as those that exemplify Radar: anticipating expectations, being highly resourceful, ready at a moment's notice, and able to handle just about anything."

"Having a personal assistant used to be a luxury only available to the elite, but not anymore. Snap Concierge is attainable by almost anyone," said Porter, who says many people don't know that they may already have access to a concierge service through their employer, credit card provider, financial institution or travel insurance program.

Companies interested in offering Snap Concierge may contact the company by visiting www.snapconciierge.com. Benefits include:

- Helping employers provide an affordable benefit that will decrease stress and increase productivity for employees (Employers of choice often provide this service.)
- Adding value to banking or credit card programs, thereby improving loyalty.
- Enhancing travel insurance plans with concierge assistance available around the world through Access America travel insurance (www.accessamerica.com).

The survey was commissioned by Snap Concierge, a division of World Access. Ipsos Public affairs conducted telephonic interviews with more than 1,000 adults throughout the U.S., December 5 - 8, 2006.

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About Snap Concierge

Snap Concierge is an easy-access concierge service focused on travel and personal assistance. Snap's services are provided via premium credit cards, banks, travel programs and as an employee benefit. Snap Concierge is a division of Richmond, VA-based World Access, a member of the Mondial Assistance Group company and part of the Allianz family of companies. To learn more, visit www.snapconciierge.com or www.worldaccess.com.

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