

Investor Code
Date

Dear Shareholder

Notice of Meeting and Annual Report and Accounts

Please accept this letter as notification that the Company's Notice of Annual General Meeting and Annual Report and Accounts for the year ended 31 December 2010, have now been published on the Company's website at www.admiralgroup.co.uk, in the Investor relations section. To access this document you will need to have Adobe Acrobat Reader installed.

The Company's Annual General Meeting will be held at 2pm on 6 May 2011 at Cardiff City Hall, Cathays Park, Cardiff, CF10 3ND, Wales. Please find enclosed your proxy card for this meeting. Please ensure that you use this proxy card if you wish to register your votes, as generic proxy cards are not available on the Company's website. Alternatively, you may vote online by visiting www.admiral-shareholder.co.uk and following the instructions provided.

The Notice of Annual General Meeting will remain on this website until the conclusion of this meeting. The Annual Report and Accounts will remain on this website for a period of 5 years.

We would like to take this opportunity to thank you for having consented to receive this report via the Company's website rather than in hard copy form, as this will contribute to cost savings for the Company and will minimise unnecessary paper usage. If you would like to receive general communications from the Company via email, rather than paper notifications such as this letter, make enquiries to Capita Registrars on 0871 664 0300 * or register at:

www.capitashareportal.com

Yours sincerely

Mark Waters
Company Secretary
Admiral Group Plc

* calls cost 10p per minute plus network extras; lines are open 8.30am – 5.30pm
Monday to Friday