



Press Release: For Immediate Release

**Demotech, Inc. Issues an A (Exceptional) Financial Stability Rating® to  
The Prime Insurance Syndicate, Inc.**

Salt Lake City, Utah – July 29, 2004 – The Prime Insurance Syndicate, Inc. ("Prime") announces that it has earned a Financial Stability Rating® of "A" (Exceptional) from Demotech, Inc. This level of Financial Stability Rating® indicates that Prime's balance sheet reflects excellent liquidity, an acceptable level of financial leverage as measured by total liabilities to net worth, and a balanced portfolio of investments. Demotech, Inc. is a leading provider of financial analysis and actuarial services and provides a wide range of services for the P&C insurance industry. Demotech, Inc. was the first company to have its rating process formally reviewed and accepted by Fannie Mae, Freddie Mac, and HUD. Current financial information and quarterly updates of Prime, as well as thousands of other P&C and title insurance companies can be viewed at [www.demotech.com](http://www.demotech.com).

"Prime's history, reputation, and expertise make it deserving of the 'A' rating," commented Rick J. Lindsey, President and CEO of Prime. "Recognition for stability and sensible leadership and management is invaluable in business today."

Since its incorporation in 1992, Prime has quickly grown into a nationally recognized insurance carrier and has formed relationships with some of the world's most powerful insurance companies. Prime has a seven-year history with Gen Re and is proud to count Lloyd's of London and ERC Re as partners. Prime is also the largest writing member of the INEX Insurance Exchange, an excess and surplus lines marketplace that maintains a guaranty fund to provide additional security for insureds. Additionally, while many larger insurance carriers have had their A. M. Best ratings lowered recently, Prime experienced a rating increase in 2002.

Prime is a wholly owned subsidiary of Prime Holdings Insurance Services, Inc. and maintains offices in Salt Lake City, Utah, and Chicago, Illinois. Prime Holdings is an insurance holding company for its suite of excess and surplus lines service organizations. These organizations offer underwriting, risk management, and claims services for agents, brokers, insureds, and alternative markets in all 50 US states, Canada, and the US Virgin Islands.

Over 2,500 brokers use Prime's products to find solutions for their hard-to-place risks, including homeowners, commercial property and casualty, recreation, and commercial auto and garage liability. For more information about the Prime Companies, visit [www.primeholdings.biz](http://www.primeholdings.biz) or [www.primeis.com](http://www.primeis.com)

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