



Press Release: For Immediate Release

Prime Authorized to Write Surplus Lines in Florida

Sandy, Utah – February 10, 2005. The Prime Insurance Syndicate, Inc. (“Prime”) announced today that it has received approval to write surplus lines insurance business in Florida effective as of February 8, 2005. Prime, which offers solutions for hard-to-place risks, will offer lines in Florida including Assisted Living Centers, Nursing Homes, Day Care, Retirement Centers, General Liability, Professional Liability, Inland Marine/Cargo, Garage Services (No Auto), Recreation, Water Sports, Amusement Operators, Restaurants, Bars, Taverns, Liquor Liability and more. With authorization in Florida, Prime now has the authority to write surplus lines business in 42 U.S. states and territories.

“We are very excited about the opportunities in Florida,” said Rick Lindsey, President of Prime. “I would invite anyone interested in doing business with us to contact me directly.”

The Prime Insurance Syndicate, Inc. a Prime Holdings Insurance Services company, is an excess and surplus lines insurance company now serving over 42 U.S. states and territories with its own capacity and the remaining states with its authority from Lloyd’s of London. Over 2,500 producers use Prime’s products as solutions for their hard-to-place risks. Prime Holdings maintains a suite of excess and surplus lines service organizations offering underwriting, risk management, and claims services for agents, brokers, insureds, and alternative markets throughout the U.S., Canada, and the U.S. Virgin Islands. Founded in 1992, Prime has formed strategic business relationships with some of the world’s most powerful insurance companies including Lloyd’s of London and General Cologne RE. For more information about Prime Companies, visit www.primeis.com.

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