



Press Release: For Immediate Release

Prime Authorized to Write Surplus Lines in Minnesota

SANDY, Utah – August 3, 2004 – The Prime Insurance Syndicate, Inc. (“Prime”) announced today that it has received approval to write surplus lines insurance business in the state of Minnesota effective August 1, 2004. Prime, which offers solutions for hard-to-place risks, will offer its lines in Minnesota including nursing home and assisted living centers, homeowners, commercial property, bars, restaurants and taverns, recreation, commercial auto, and garage liability among many others. Prime, incorporated in 1992, is the largest writing member of the INEX Insurance Exchange, the only excess and surplus lines marketplace that maintains a guaranty fund providing additional security for insureds.

“Prime is excited about the opportunity to write business on its own paper in Minnesota where for many years we have only be able to provide coverage on Lloyd’s paper,” stated Rick J. Lindsey, President and CEO of Prime. “Our experience in Minnesota combined with approval to write markets such as Nursing Homes, Assisted Living Centers, Liquor Legal, and other surplus lines products on our own paper is a winning combination!”

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. 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 with which it enjoys a seven-year history. Prime has been assigned an “A” Financial Stability Rating[®] by Demotech, Inc., and a “B-“ AM Best rating. For more information about the Prime Companies, visit www.primeholdings.biz or www.primeis.com

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