



Prime Insurance Company
News Brief
April 2010

Chicago, Illinois and Salt Lake City, Utah. April 2010. Prime Insurance Company has been approved for membership by the American Association of Managing General Agents. Prime has been providing solutions to the wholesale marketplace for decades. Prime has maintained relationships and provides a partnership approach to nationwide brokers. This was evidenced by the AAMGA receiving letters of recommendation and support during the application and approval process.

Prime will be participating and networking amongst brokers across the United States at the upcoming AAMGA Conference in San Diego, California in May of 2010.

Prime, which provides customized solutions for hard-to-place risks will offer coverage for specialty property and casualty risks including aviation, commercial liability, commercial auto liability, commercial property, inland marine, garage services, health care services, personal lines and professional liability.

Prime's business model is to work with surplus lines producers to provide solutions for the most difficult risks. Prime will not replace or compete with traditional markets, but will provide solutions on business that has been declined due to a variety of underwriting characteristics.

Prime Insurance Company, a Prime Holdings Services company is an excess and surplus lines insurance company serving 48 states and territories with its own capacity, and servicing remaining states with its authority from Lloyd's of London.