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**ICW Group Enhances Corporate Strategy To
Further Drive Agent/Broker Success**

“We See” Approach Focuses On Enhancing ICW Group Agent-Client Relationships

SAN DIEGO, CALIFORNIA — ICW Group Insurance Companies, a top super regional carrier providing workers' compensation, surety, earthquake and personal and business auto insurance, has launched a new enterprise-wide business initiative more singularly focused on helping its Agent and Broker customers strengthen their all important client relationships. ICW Group's strategy was developed collaboratively, encompassing feedback from its Agents and Brokers on what they look for from an insurance carrier and what's most important to their success. The carrier has 3,800 Agents and Brokers across all 50 states and the District of Columbia.

Helping Agents and Brokers continue to be valued as “Trusted Advisors” by their clients consistently emerged as a high level success driver throughout ICW Group's extensive research. As part of the new customer driven strategy the carrier will revise current and offer new programs, tools and resources designed to help its Agents better serve their clients, and build long-term, successful relationships.

“After engaging and truly listening to our Agent and Broker customers, we now very clearly understand the core drivers to our customer's success and importantly the value of seeing the business from their perspective,” stated David Hoppen, senior vice president and chief operating officer at ICW Group. “It was clear from our roundtable discussions across multiple lines of business that by empowering our customers to win with their clients, we will engender an increased level of commitment and loyalty from them.”

A key part of this new strategy and in conjunction with new and improved service offerings, the company has launched a new branding program supported by an updated visual identity and comprehensive marketing campaign. Key components of this effort include a new corporate website and companion microsite, a corporate brand video, on and offline advertising, sales

collateral and a new event marketing package. “While we are very focused on delivering tangible value in support of our new approach, we also felt it was important to reinforce this new direction with a contemporized identity and a complete communications program,” states Tony Sciolla, vice president of enterprise marketing. Our new company tagline, “*We See The Business of Insurance Through Your Eyes,*” anchors the core communication campaign, and reinforces our focus on delivering what’s important to our customers for their clients. Our new microsite (www.seehowweseeit.com) speaks to the journey that led us to this initiative and how as an organization we plan on achieving it.

The new strategy and corporate brand repositioning is the latest milestone in a series of transformative changes over the last several years that have improved ICW Group’s operating performance. Recent achievements include:

- Implementing SAP® Software to improve operational efficiencies and customer service.
- Launching the SnapSM Agency Portal, an online underwriting tool which streamlines the submission process for Workers’ Compensation Agents and Brokers.
- Enhancing Snap with new features, such as Snap Instant Quote (Snap IQ) for Small Workers’ Comp business enabling straight-through processing.
- Implementing a free on-line risk management service called RMRx Safety Advisor.
- Expansion of its Workers’ Compensation business into Illinois.

Over the next several months, ICW Group will be developing a series of updated service and program offerings in support of the carrier’s new customer focused business strategy.

About ICW Group

Privately held ICW Group represents a group of multi-line property and casualty insurance carriers providing workers’ compensation, surety, earthquake and personal and business auto insurance. Its member companies consist of Insurance Company of the West, Explorer Insurance Company and Independence Casualty and Surety. Based in San Diego, ICW Group continues to transform itself into an insurance industry leader dedicated to meeting the needs of its Agents and the people and companies they insure. More information is available at www.icwgroup.com.

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