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EXPLORER INSURANCE COMPANY ENHANCES STRATEGY TO DRIVE AGENT/BROKER SUCCESS

*New “Partnership 5” Initiative Focuses on Explorer’s Continuing Commitment
To Partnership with Independent Agents and Brokers*

SANTA CLARITA, Calif. — Explorer Insurance Company, the growing auto carrier and member of ICW Group Insurance Companies, has launched “Partnership 5”, a new marketing initiative designed exclusively for its network of independent agents and brokers. Partnership 5 reinforces Explorer’s commitment to building mutually beneficial partnerships with its agents and brokers throughout California and Florida.

“At Explorer, we know that our growth and success depend on the success of the independent insurance professional,” said Steve Marshall, vice president of Explorer. “That’s why I am especially excited about our Partnership 5 initiative. This program demonstrates our commitment to powering our producers’ success by delivering meaningful, on-the-ground support and championing the value of agents and brokers in the eyes of consumers.”

Partnership 5 is built upon five strategic pillars.

- 1) *Executive Dialogue* offers producers new ways to build deeper relationships with Explorer’s senior leadership.
- 2) *Agency Partner Feedback* introduces new opportunities to listen, understand, and gather insight into advancing the nature of producer partnerships.
- 3) *Connect & Communicate* strengthens producer relationships by connecting at key industry events and through informative communications including e-newsletters, updates and alerts.
- 4) *Community Engagement* provides producers with new and improved resources to enhance their local community involvement.
- 5) *Business Development* delivers ongoing counsel to help producers market their agencies and conduct business more effectively.



EXPLORER

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“Partnership 5, both in spirit and in new tangible ways, demonstrates our commitment to listening and building strong relationships, while delivering on our promise to turn producer partnerships into meaningful results,” stated Tony Sciolla, vice president of Enterprise Marketing at ICW Group, Explorer’s parent company. “We are confident that Partnership 5 will enable Explorer to further differentiate itself in the market by reinforcing its reputation as an innovative and responsive carrier whose unique commitment to developing successful agent and broker partnerships is second to none.”

Explorer continues to experience significant growth despite today’s challenging business environment. In 2009 Explorer surpassed 100,000 inforce policies for the first time in company history. With more than 160,000 policies in force today, Explorer is forecasting another record year for growth in 2010.

About Explorer Insurance Company

Explorer Insurance Company offers private passenger auto insurance in California and Florida and commercial auto insurance in California exclusively through independent agents and brokers. Explorer is a member company of ICW Group, a group of multi-line property and casualty insurance carriers that provide workers' compensation, surety, earthquake and personal and business auto insurance. Explorer is headquartered in Santa Clarita, California. Explorer continues to transform itself into an insurance industry leader dedicated to meeting the needs of its agents and brokers and the people and companies they serve. More information is available at www.explorer-insurance.com.

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