

For Immediate Release:



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Appalachian Underwriters, Inc. Opens Florida Operations by Acquiring the Renewals of Creative Insurance Underwriters, Inc.

Oak Ridge, TN, May 16th, 2007 – AUI completed the purchase of the renewal rights of Creative Insurance Underwriters brokerage business. AUI had moved quickly on the opportunity based on the momentum realized through the external marketing efforts to Florida throughout 2006. “It was perfect timing”, says Bob Arowood, President and COO of AUI, “Florida has been our top growth area the past 8 months and this acquisition has brought an additional 2, 000 agency relationships to the table. We also acquired a very complimentary carrier portfolio that will be a formidable offering to Florida Agents.” He continues, “Agent reception has also been tremendous, the staff and office in Florida are business as usual, but now with an expanded product offering. Additionally, we have also staffed three dedicated marketing representatives to actively get the word out about our markets.”

Much of AUI’s growth in Florida can be attributed to the robust Residential and Commercial General Contractors Liability markets, Commercial Auto and Workers’ Compensation programs, and a recently opened Personal Homeowners program available throughout the state. Furthermore, AUI has put together a team of bilingual underwriters to better meet the needs of the Spanish speaking agent community.

Appalachian Underwriters, Inc. is a full service MGA, providing independent agents a National wholesale outlet to multiple specialized markets for Workers' Compensation, Commercial Specialty, and Personal Lines of insurance. To learn more about Appalachian Underwriters, Inc. please visit www.appund.com .

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