

For Immediate Release:



Garland Byrd
Appalachian Underwriters, Inc.
(865) 425-1005
garland.byrd@appund.com
www.appund.com

Appalachian Underwriters, Inc. (AUI) Creates new Franchise and Affinity Division

Oak Ridge, TN, August 25th, 2009 – AUI has formed a new Franchise and Affinity Division, to be led by Steve Shelton. This new division will work directly with franchisors, associations, and affinity groups to create endorsed products that meet the specific needs of their members. AUI Franchise and Affinity will have access to the large base of products currently offered by AUI, but will also have the latitude to create new products for specific franchise and association groups.

Prior to joining AUI, Steve Shelton founded Franchise Insurance Specialists, a retail agency dedicated to the franchise niche, and served as President of Sports & Fitness Insurance Corporation, an MGA focused on the health and fitness industry.

Anyone interested in learning more about our AUI Franchise and Affinity capabilities is encouraged to call; **Steve Shelton** at (601) 594-1532, or by email to steve.shelton@appund.com.

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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