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FOR IMMEDIATE RELEASE

SOUTH BEND/PLYMOUTH/INDIANAPOLIS/FORT WAYNE, INDIANA –
02/23/11 – Gibson announces, effective 12/30/10, it has implemented an Employee Stock Ownership Plan (ESOP), known as the Gibson Employee Stock Ownership Program (GESOP). An ESOP is an employee benefit plan, which makes company employees owners of stock in that company.

“Our mission is to *Protect What Matters Most*. The GESOP allows our clients to be protected by an owner every time we interact with them,” said Tim Leman, President of Gibson. “This plan also builds a level of employee engagement and commitment far greater than ever before, taking Gibson to a whole new level with everyone focused on our clients as the key to our success.”

Prior to 2011, Gibson was privately held by 15 employee stockholders. Most of those stockholders continue to be vested as they were before.

The implementation of GESOP allows Gibson to operate with continued independence of outside ownership and firm control over its future. In addition, it allows employees to share in the financial success, satisfaction, and pride that comes from employee ownership.

“An employee-owned company has never, never, never, never, never, ever packed-up and moved to Mexico or China!” a favorite quote from Indiana State Treasurer Richard Mourdock.

Gibson is a regional insurance broker and risk management services firm with offices in South Bend, Plymouth, Indianapolis, and Fort Wayne, Indiana.

For more information go to: <http://www.youtube.com/watch?v=-PtUve50CNU>