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**FOR IMMEDIATE RELEASE**

**SOUTH BEND/PLYMOUTH/INDIANAPOLIS/FORT WAYNE, INDIANA – 01/10/11 –**

Gibson announces a fresh new image. The new logo for Gibson is being deployed along with new marketing materials, website, and value proposition.

“We are more than just insurance brokers, we are advisors and consultants with a mission to Protect What Matters Most,” said Tim Leman, President of Gibson. “Our new look is representative of the quality products and services we provide to our clients.”

In addition to the new look, Gibson also has a slight name change. Previously Gibson Insurance Group, they are dropping Insurance Group from their name and will become Gibson.

Although the look is new, you can remain confident in Gibson’s continued ability to provide comprehensive protection.

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:

<http://www.youtube.com/user/gibsoninsurance?feature=mhum#p/u/1/9w2gtH6TWgI>