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FOR IMMEDIATE RELEASE

GIBSON CONDUCTING 3RD ANNUAL BENEFITS BENCHMARK SURVEY

SOUTH BEND, INDIANAPOLIS, AND PLYMOUTH, INDIANA – 04/11/08 – **Gibson Insurance Group** has again partnered with a highly respected, certified, actuarial consulting firm to conduct the 3rd annual Benefits Benchmark Survey for companies with 50 or more employees. There is no cost for participation.

Gibson's Benefits Benchmark Survey is an in-depth analysis of a company's benefits program as compared to other companies in the geographic region between Kalamazoo to Indianapolis and Ft. Wayne to LaPorte. To participate, go to www.gibsonins.com.

In 2007, 162 companies, representing over 61,000 employees participated in the survey.

The survey results offer participants customized benchmarking - a comparison of their employee benefits plan(s) to other companies of similar geographic area, industry, and size - providing them with comprehensive tools to make decisions about their plans without compromising their ability to attract and retain their most valuable asset, their employees.

Upon conclusion of the survey, an interactive seminar will be conducted to distribute the results, providing a thorough interpretation of each company's individual employee benefits plan(s), comparing each company locally and nationally, in a clear, easy to understand format. All information is confidential, and we do not share specific results with anyone but the survey participants. When shared publicly, all information is aggregated and de-identified.

Overall, 61 percent of the U.S. population had employment-based health coverage in 2006, making it the most dominant source of health coverage in America. Americans are spending an ever-increasing amount of money on health care services, with spending totaling \$73 billion in 1970, rising to \$2.26 trillion in 2007. Today, employers offering employee benefits programs rank it in their top 5 annual expenditures.

Gibson Insurance Group is a regional insurance broker and risk management services firm employing 90 professionals with offices in South Bend, Indianapolis, and Plymouth, Indiana.

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