

FOR IMMEDIATE RELEASE

GIBSON INSURANCE GROUP-An Industry Leader Retains National Best Practices

Status

SOUTH BEND & PLYMOUTH, Indiana, 11/7/05 – Gibson Insurance Group retains *Best Practices* status from Independent Insurance Agents & Brokers of America (IIABA).

In 1994 Gibson Insurance Group was first selected as a *Best Practices Agency*, an elite group of independent insurance agencies across the United States, and has earned the honor every year since.

The selected *Best Practices* agencies retain their status during the three-year cycle by submitting extensive financial and operational data for review each year. Taking part in the annual study has become a prestigious recognition of the superior accomplishments of the top insurance agencies in the country.

Each year the IIABA and Reagan Consulting, an Atlanta-based management consulting firm, join forces to evaluate the country's leading firms. The firms comprising the study groups are selected every third year through a comprehensive nomination and qualifying process and awarded a *Best Practices Agency* designation.

Approximately 900 independent agencies out of more than 32,000 within the U.S. were nominated to take part in the annual study, with only 195 agencies qualifying for the honor. To be chosen, agencies had to be the top-performing agencies in their revenue category. The agencies were nominated by either an IIABA affiliated state association or an insurance company and qualified based on their outstanding customer services, growth, and financial management.

The Best Practices Study was initiated by IIABA in 1993 as the foundation for efforts to improve agency performance. The annual survey and study of leading independent insurance agencies documents the business practices of these "best" agencies and urges others to adopt similar practices.

Founded in 1896, IIABA is the nation's oldest and largest national association of independent insurance agents and brokers, representing a network of more than 300,000 agents, brokers, and their employees nationally. Its members are businesses that offer customers a choice of policies from a variety of insurance companies.

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Gibson Insurance Group is among the largest 2% of agencies in the nation and ranked in the top five privately held independent agencies in Indiana. Offering customized solutions for risk management to a wide array of clients, Gibson Insurance Group specializes in commercial, personal, life, and health insurance, as well as employee benefits programs, that are fully supported by loss prevention, OSHA compliance, and claim consulting services. Gibson Insurance Group has offices in both South Bend and Plymouth, Indiana, and clients and association member clients across the United States and around the world.

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