

FOR IMMEDIATE RELEASE

Gibson Insurance Group Retains National Best Practices Status

SOUTH BEND & PLYMOUTH, Indiana, 10/16/06 – Gibson Insurance Group has retained *Best Practices* status in 2006 from Independent Insurance Agents & Brokers of America (IIABA).

Best Practices firms are an elite group of independent insurance agencies taking part in an annual study that has become a prestigious recognition of the superior accomplishments of the top insurance agencies in the country.

Gibson Insurance Group first received the honor in 1994 and has retained the Best Practices status every year since. 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. Firms retain their status during the three year cycle by submitting extensive financial and operational data for review each year.

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.

Gibson Insurance Group is among the top 1% of agencies in the nation and ranked in revenue among the top five privately held independent agencies in Indiana. Offering customized risk management solutions to a wide array of clients, Gibson Insurance Group specializes in Commercial, Personal and Employee Benefits Insurance programs that are fully supported by Loss Prevention and Claims Services. Gibson has offices in both South Bend and Plymouth, Indiana, with clients and association member clients throughout the country.

GIBSON INSURANCE GROUP - 130 South Main Street, Suite 400, PO Box 11177, South Bend, Indiana, 46634-0177. For further details contact Tania Bengtsson, Director of Marketing at (574) 245-3546 or tbengtsson@gibsonins.com.