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FOR IMMEDIATE RELEASE

Gibson Insurance Group Retains National Best Practices Status

INDIANAPOLIS, SOUTH BEND, PLYMOUTH, INDIANA – 10/23/09 – Gibson Insurance Group is part of an elite group of independent insurance agencies around the United States to retain *Best Practices* status in 2009 from Independent Insurance Agents & Brokers of America (IIABA).

Gibson Insurance Group first received the honor in 1994 and has retained the *Best Practices* status every year since. Only four agencies in the state of Indiana received this honor in 2009.

Best Practices firms are 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. To achieve this objective, the agencies must first be nominated for participation by an insurance carrier or an IIABA state affiliated association. The agency must then submit detailed financial and operational information which are analyzed, scored, and ranked objectively for inclusion in the study on the basis of operational excellence including growth, profitability, productivity, service, and financial stability.

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.

More than 800 independent agencies throughout the U.S. were nominated to take part in the annual study, with only 195 agencies qualifying for the honor.

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.

Gibson Insurance Group is a multi-line insurance broker and risk management services firm with offices in South Bend, Plymouth, and Indianapolis, Indiana.

