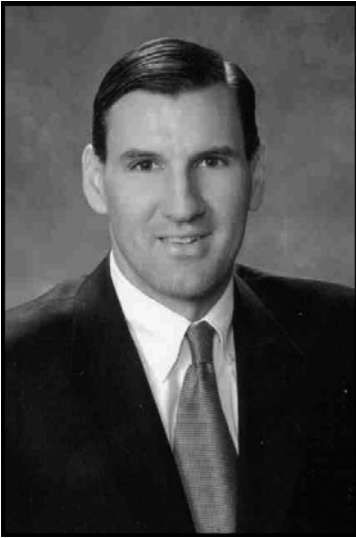


**FOR IMMEDIATE RELEASE**



**SOUTH BEND/PLYMOUTH, INDIANA – 12/15/05 – Brad A. Serf, CPCU, ARM, MBA,** has been named Vice President and stockholder of Gibson Insurance Group.

Beginning his career at Gibson Insurance Group in 2002 as an Account Executive in the Commercial Insurance Division, Serf will continue his responsibility of providing risk management and insurance services to business clients.

Serf holds a Bachelor of Science degree in public affairs from Indiana University and a master in business administration from Indiana Wesleyan University.

Gibson Insurance Group is a regional insurance broker and risk management services firm employing 85 professionals with offices in South Bend and Plymouth, Indiana.