

## **FOR IMMEDIATE RELEASE**

# **Gibson Insurance Group Elevated to Premier Partner with Amerisure**

**SOUTH BEND & PLYMOUTH, Indiana, 4/11/07** – Gibson Insurance Group has been elevated to Premier Partner status, an elite level, within Amerisure Mutual Insurance Company’s *Partners for Success*<sup>®</sup> Program.

Achieving Premier Partner status demonstrates a superior premium volume and profitability and will provide clients insured with Gibson and Amerisure a higher level of differentiated services, including a dedicated service team, training, and consulting services.

“Our relationship with Amerisure is an extraordinary partnership because our business models match up so well,” said Gregory S. Downes, President of Gibson Insurance Group. “Gibson and Amerisure are committed to developing long term strategies to help our clients reduce their total cost of risk through proactive safety and loss prevention, vigilant claims management services, and effective risk management techniques,” Downes said. “Our teams of professionals are on the same page every step of the way, resulting in a synergistic workflow and unsurpassed benefits to our clients.”

The *Partners for Success*<sup>®</sup> program is a defining cultural cornerstone for Amerisure, not just a business model. Its fundamental tenets include: massive differentiation, the establishment of a mutually beneficial co-economic relationship, trust and mutual protection, emphasis on consistent profitability, exceptional product and service delivery to *Partners for Success*<sup>®</sup> agencies and their clients.

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 Employee Benefits, Surety, Personal and Commercial Insurance programs - fully supported by Loss Prevention and Claims Consulting Services. Gibson has offices in both South Bend and Plymouth, Indiana, with clients and association member clients throughout the country.

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