

MEDIA INFORMATION

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For immediate release

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NEWS EVENT

Merchants Insurance Group Celebrates 90 Years In Buffalo, Continues Growth

BUFFALO, N.Y., March 4, 2008 - **Merchants Insurance Group** will celebrate its **90th anniversary at 9:30 a.m., Wednesday, March 5, 2008**, featuring Erie County Executive Chris Collins, Buffalo Mayor Byron Brown and Merchants' employees, at the company's headquarters at **250 Main Street, Buffalo.**

The company has many long-term employees who will attend the event, including Nancy Pfeiffer, who celebrates her 57th year with the company this year.

Throughout the company's 90-year history, it has remained a fixture in downtown Buffalo. From a two-room office on the corner of Franklin and Mohawk Streets to its current building on Main Street, Merchants has protected the automobiles, homes and businesses of hundreds of thousands of people throughout the Northeast and North Central United States.

The Merchants Mutual Liability Company, as it was originally known, was formed by Urban F. Jehle, a Buffalo merchant and president of the New York State Retail Grocers Association. Mr. Jehle recognized the need for insurance protection for area merchants' delivery vehicles. He teamed up with J. Roger Young, a prominent area insurance man, Owen B. Augspurger, a Buffalo attorney, and Clifford W. Brown, a civil

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engineer. Together they opened the doors of the Merchants Mutual Liability Company on March 5, 1918.

Today, the company is known as Merchants Insurance Group, which is made up of Merchants Mutual Insurance Company, Merchants Preferred Insurance Company, and Merchants National Insurance Company, the latest additions to the Merchants family of companies. Merchants Preferred and Merchants National were launched in 2007.

In addition to celebrating 90 years of business, Merchants is on an upward growth cycle, expanding the workforce and adding new products to its lineup. Throughout 2008, the company will be expanding its Buffalo workforce by about 10%, with additional open positions in the company's regional offices.

Merchants Insurance Group offers personal and commercial insurance through a network of more than 600 independent insurance agents throughout the Northeast and North Central United States. With corporate headquarters and regional operations located in Buffalo, N.Y., Merchants also operates offices in Hauppauge, N.Y.; Albany, N.Y.; Moorestown, N.J.; Manchester, N.H., and Dublin, OH. Merchants' website can be accessed at www.merchantsgroup.com.