

MEDIA INFORMATION

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For Immediate Release

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Merchants Insurance Group Appointed Strategic Partner by SIAA

BUFFALO, NY, February 3, 2010 –Merchants Insurance Group has been appointed a commercial lines strategic partner carrier by the Strategic Insurance Agency Alliance (SIAA).

Based in Hampton, New Hampshire, SIAA is the largest alliance network for independent insurance agents in the United States. With operations in the 48 continental states, there are more than 3,100 signed member insurance agencies in their network.

This is the first time Merchants has entered into a national partnership with an independent agency alliance, and Merchants is now one of 13 strategic partner carriers in the SIAA network. Matt Masiello, President and COO of SAN Group, the founding Master Agency in the SIAA network, was instrumental in developing the partnership with Merchants. This association is the result of Merchants' and SIAA's strategic focus and commitment to serving their independent agency partners and policyholders.

The past few years have seen strong growth for 92-year-old Buffalo-based Merchants, with a number of new product introductions and their continued commitment to customer service. As part of their growth initiative, Merchants is planning to partner

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with agents in the SIAA network in Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island and Vermont.

Merchants Insurance Group offers personal and commercial insurance through a network of more than 650 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.; Mount Laurel, N.J.; Bedford, N.H., and Dublin, OH. Merchants' website can be accessed at www.merchantsgroup.com.

Strategic Insurance Agency Alliance (SIAA) is a national alliance with billions in combined profitable premium. SIAA utilizes its collective strength through traditional and alternative market channels for the purpose of providing insurance consumers with competitive choices in addition to providing significant profit and equity appreciation opportunities for SIAA Member Agencies. For more information on SIAA, visit www.siaa.net.