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For Immediate Release

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Merchants Insurance Group Introduces “EZLynx” Personal Lines Rater in Ohio

BUFFALO, NY, August 17, 2007 -- Merchants Insurance Group is pleased to announce that it is now using the “EZLynx” comparative rating platform for personal lines policy rating in Ohio as of August 20, 2007.

EZLynx is a secure, Internet-based agency service that provides a single data entry point to generate accurate real-time rate quotes from multiple carriers. The product is based on industry-standard forms and technologies. The EZLynx website (www.ezlynx.com) can be accessed for complete information about this product.

Merchants adopted the EZLynx system as a convenient, accurate and easy-to-use system for its personal lines agents. The system also links directly in to the agent’s management system. Additionally, EZLynx is used by most major insurance carriers, so comparative rating is fast, providing agents with another service for their clients.

Merchants Insurance Group offers personal and commercial insurance through a network of more than 600 independent insurance agents throughout the Northeast and Midwest. 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 Columbus, OH. Merchants’ website can be accessed at www.merchantsgroup.com.