

SPECIALIZING IN YOU

**FOR IMMEDIATE RELEASE**

April 6, 2009

**FOR INFORMATION CONTACT:**

Kevin Wellfare 405.556.2236  
Asst. VP, Director of Marketing  
KWellfare@Insurica.com

## North American Group Rebrands to INSURICA, the Insurance Management Network

*Focus on efficient, comprehensive business plans to benefit unique needs  
of specific clients – “Specializing In You.”*

(Oklahoma City) – North American Group, one of the nation’s leading privately held independent insurance agencies, is bringing each of its insurance management partners together to form INSURICA, the Insurance Management Network. The new brand was announced today, setting a new positioning for the 50-year company and its unique, comprehensive plans, further emphasizing that we are “Specializing In You.”

“As we mark our 50th anniversary, it is an ideal time to rebrand our network partners together for our continued growth,” said Mike Ross, INSURICA President and Chief Executive Officer. “All of our specialty areas – including hospitality, ministries, construction, energy, transportation, education, and more – will now be networked into more comprehensive and efficient services. That bodes well for our clients, in terms of cost savings and specialized business plans, and for the longterm future of our company.”

As part of the rebranding campaign, twelve areas of specialization will be featured in new advertising and marketing efforts, as well as on the company’s brand new website – [www.INSURICA.com](http://www.INSURICA.com). The website also features in-depth information and video, detailing the new branding effort and its importance to the company and the industry.

Chairman Bill Durrett explained that the INSURICA Insurance Management Network is composed of independent insurance agencies that specialize in core industries and disciplines. “Through this new network, the expertise of one is shared with all,” Durrett said. “At INSURICA, the focus is not on selling individual policies, but on developing comprehensive business plans for a specific client’s unique needs.”

With corporate headquarters in Oklahoma City, INSURICA’s Insurance Management Network includes the following partner agencies: Agar-Ford-Jarmon & Muldrow (Norman, OK); Claim Indemnity Services and Commercial Insurance Services (Oklahoma City); Ford Hines Klein Watson Insurance Agency (Lawton, OK); Robert C. Bates, LLC (Tulsa, OK); Towe, Hester & Erwin, LLC (Lawton, OK); CTK North American Insurance Services (Anaheim, CA); and Minard-Ames Insurance Services (Phoenix, AZ). INSURICA is a proud Assurex Global Partner.