



NEWS

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ADIRONDACK INSURANCE AND NEW JERSEY SKYLANDS INSURANCE JOIN TRUSTED CHOICE®

ALEXANDRIA, Va., May 7, 2008—Adirondack Insurance Exchange (Adirondack Insurance) and New Jersey Skylands Insurance Association (New Jersey Skylands Insurance), both policyholder-owned reciprocal exchanges managed by subsidiaries of OneBeacon Insurance Group, are the newest independent agency system insurance companies to join the Trusted Choice® brand movement.

“Trusted Choice® is a brand that identifies independent insurance agents who provide quality service and demonstrate a commitment to their clients,” says Thom McDaniel, President of Adirondack AIF LLC and Regional President of New Jersey Skylands Management LLC. “These are exactly the types of partners Adirondack Insurance and New Jersey Skylands Insurance seek, which is why the companies are proud to support and promote Trusted Choice®.”

Founded in 2006, Adirondack Insurance is a full-service personal insurance company focused exclusively on New York. New Jersey Skylands Insurance, founded in 2002, offers a complete line of personal insurance products solely to New Jersey consumers. Both organizations offer their products exclusively through independent insurance agents. Adirondack Insurance Exchange and New Jersey Skylands Insurance Association are rated A (Exceptional) by [Demotech, Inc.](#) For more information, go to at www.aie-ny.com and www.njsi.com.

“Trusted Choice’s Pledge of Performance mirrors Adirondack’s and New Jersey Skylands’ commitment to policyholders, which bodes well for a long partnership,” says John K. Tiene, Regional Vice President, Corporate Relations for Adirondack AIF LLC and New Jersey Skylands Management LLC.

“We are pleased to have Adirondack Insurance and New Jersey Skylands Insurance join Trusted Choice®,” says Robert Rusbuldt, President & CEO of the Independent Insurance Agents and Brokers of America, Inc. “Their philosophy of providing excellent service to agents and consumers is a great fit with the Trusted Choice® consumer brand.”

“Adirondack Insurance and New Jersey Skylands Insurance are respected markets in New York and New Jersey for independent insurance agents and their customers,” says Dave Evans, executive director of Trusted Choice®. “Their support of independent agents and the needs of their customers is consistent with the Trusted Choice® value proposition of choice, customization and advocacy during the claim process.”

Trusted Choice® was launched in 2001 by the Independent Insurance Agents & Brokers of America (the Big “I”) and several independent agency companies to highlight the benefits independent agencies and brokerage firms offer consumers—choice of companies, customization of policies and advocacy support.

Trusted Choice® educates consumers about the benefits of using independent agents and brokers for their insurance needs: choice of companies, customized policies and advocacy support. Trusted Choice® is the consumer marketing identity for more than 10,000 independent insurance agencies, brokerage firms, their branch locations and 52 leading insurance companies, including Adirondack Insurance and New Jersey Skylands Insurance.

Web addresses: www.TrustedChoice.com, www.aie-ny.com and www.njsi.com

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