



## **Personal Lines Growth Alliance**

**Independent agents for a profitable future**

**FOR IMMEDIATE RELEASE**

**CONTACT:**

Mariane Ceballo

[mariane@personallinesgrowth.org](mailto:mariane@personallinesgrowth.org); (410) 914-7542

### **Mercury Partners with Personal Lines Growth Alliance**

#### ***Carrier Aids Effort to Expand Independent Agency Market Share***

SPRINGFIELD, VA (May 6, 2010)—The Personal Lines Growth Alliance (PLGA), an emerging, motivated coalition within the Independent Agency System, today announced Mercury Insurance Group, one of California’s leading auto insurers, as a founding financial partner as the Alliance reaches out to independent agents on the value and stability of personal lines insurance products.

The Alliance hopes that Mercury is the first of many insurance carriers that will become financial partners, according to PLGA Chair Steve Brooks, CIC, CPIA, president of Steve Brooks Insurance Services, based in Westlake Village, Calif.

“Our singular mission at PLGA is to work with the entire industry to grow the Independent Agency Channel market share in personal lines,” said Brooks. “This is a coordinated communications movement to invigorate independent agency attitudes on personal lines. And we are extremely pleased to welcome Mercury as our first financial partner to help agents and their business allies capture personal lines.”

“Mercury is proud to be a PLGA founding carrier partner,” said Brandt Minnich, vice president of marketing for Mercury Insurance Group. “The personal lines market represents more than \$230 billion in premium and the PLGA will provide independent agents and brokers with a platform to capture an increasing share of this market. We are excited to partner with the Alliance to provide sales tools and management strategies that will help our agents grow their revenue and improve bottom lines.”

**About Mercury Insurance:** Mercury Insurance (NYSE: **MCY**) is a multiple-line insurance organization offering predominantly personal automobile and homeowners insurance through a

network of independent agents and brokers in California, Florida, New Jersey, Texas, Arizona, New York, Georgia, Oklahoma, Illinois, Michigan, Nevada, Virginia and Pennsylvania. Since 1962, Mercury Insurance has demonstrated its commitment to customer satisfaction by offering quality insurance at affordable prices. Today, good service and good pricing are the core values that distinguish Mercury in the marketplace. For more information about Mercury Insurance, visit [www.mercuryinsurance.com](http://www.mercuryinsurance.com).

**About the Personal Lines Growth Alliance:** Launched in February 2010, the Personal Lines Growth Alliance ([www.personallinesgrowth.org](http://www.personallinesgrowth.org)) is a virtual association dedicated to improving the competitiveness of the independent agency distribution channel. The Alliance is backed by more than 200 independent agencies and brokers, trade associations and user groups, national and regional carriers, and several technology providers.

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