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FOR IMMEDIATE RELEASE

Society Insurance surpasses \$100 million in policyholder surplus

Strong 2012 punctuated by important financial milestone; CEO Parks sees bigger things to come

FOND DU LAC, Wis. (March 5, 2013) — Society Insurance has surpassed \$100 million in policyholder surplus, moving it into an elite category as one of the nation's largest niche insurance companies.

Society posted surplus gains of nearly \$9 million to go along with net income growth of more than \$5 million in 2012. Written premium was up 3.6 percent from 2011, and the company's net loss ratio was just 50 percent.

"Surpassing \$100 million in policyholder surplus is a huge financial milestone that opens some new doors to insuring larger businesses and should make our policyholders feel more secure that we're a strong company," Society President and CEO Rick Parks said. "But 2012 wasn't a great year solely because of our financial success — we've redefined our mission to focus on better serving and protecting our policyholders above all else.

"It may seem like a small distinction, but I really believe details like that that will make a big difference for us in the future."

Society has now nearly doubled its policyholder surplus in just eight years — the company had just \$52.3 million in policyholder surplus in 2004.

ABOUT SOCIETY INSURANCE: *Headquartered in Fond du Lac, Wis., Society Insurance has been a leading niche insurance carrier since 1915. The company proudly offers top-notch service and competitive pricing to businesses in Wisconsin, Illinois, Indiana and Iowa.*