

DEEP CUSTOMER CONNECTIONS

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Integrity Insurance Earns Deep Customer Connections' Top Ten Ranking

Ashfield, Mass.—October 25, 2012— More than 7,000 agents assessed the performance of over 200 property and casualty carriers in Deep Customer Connections, Inc.'s 10th year of surveying agents. In the survey, agents rated how easy it is to place business with carriers based on 11 factors. Deep Customer Connections is proud to recognize Integrity Insurance for their outstanding performance.

In the survey, agents rated how easy it is to place business with carriers based on 11 different factors. The factors were developed and validated with agents. Deep Customer Connections' Opportunity Index gauges a carrier's performance against what independent agents rate as most important when choosing the carrier with whom they will write business.

In addition to achieving overall Top Ten status, Integrity earned Top Ten ranking in 2 of 11 unique factors.

“Our aggressive service standards and focus on delivering the Ultimate Customer Experience provide Integrity Insurance with the foundation to be a top performer,” said Integrity President and CEO Joe DiMartino. “We put a priority on building strong partnerships with our agents and are pleased that our efforts are reflected in Top Ten recognition for both Integrity and our affiliate partner, Grange Insurance.”

About Deep Customer Connections, Inc.

Deep Customer Connections specializes in research and consulting to give property and casualty carriers metrics on how easy it is for agents to write business with them. The

Opportunity Index is an industry benchmark of carriers' performance. For more information please visit <http://www.deepcc.com>

About Integrity Insurance

Integrity Insurance established in 1933 is based in Appleton, Wisconsin. Integrity offers auto, home and business insurance through a network of independent agents throughout Iowa, Minnesota and Wisconsin. With an affiliate partner Grange Insurance based in Columbus, Ohio — the enterprise has \$2 billion in assets and \$1.0 billion in annual revenue and holds an AM Best rating of "A" Excellent. For more information, visit www.integrityinsurance.com.

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