



## NEWS RELEASE

April 12, 2012

# Integrity Launches a New Personal Lines Package Policy – IntegrityOne<sup>SM</sup>

APPLETON, Wisconsin — Donya Wilson, Vice President of Personal Lines, announces the launch of IntegrityOne<sup>SM</sup>, a new package policy that bundles auto, home and miscellaneous vehicles into a single policy. This new product provides additional options for Integrity’s network of Independent Agents across Wisconsin and complements other personal lines products found in the portfolio.

“IntegrityOne Package Policy was designed with several distinct enhancements that will help distinguish our agents in the marketplace,” Wilson said. “A long list of potential discounts, higher limits on common property items and the convenience of a single, annual policy will be very popular with agents and policyholders”.

This policy includes many discounts, ranging from a “time with prior carrier” discount to safe driver discounts and the ability to save more by bundling your insurance needs. As part of the overall strategic plan, IntegrityOne is expected to help drive continued growth for Integrity in 2012 and beyond.

### 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](http://www.integrityinsurance.com).

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