



Strongwood Insurance Holdings Corp.

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Strongwood Insurance Holdings Corporation Launches a Comprehensive Insurance Program Exclusively for California Apartment Association Members

For immediate release: August 30, 2007 – Monterey, California – Strongwood Insurance Holdings Corp, in partnership with the California Apartment Association (CAA), has developed a comprehensive insurance program for CAA’s 20,000 members – the managers and owners of all types of rental housing and commercial properties. The CAA Value Insurance Plan™ is endorsed by the CAA, with member sales and service provided by Assurance Risk Managers (ARM), and the multicarrier Strongwood Insurance Services Center.

“Strongwood’s nationwide footprint comprises a powerful family of companies, enabling us to provide agents such as ARM, a wide range of quality products, professional placement operations and experienced personnel, unmatched in the industry,” explained Rick Quagliaroli, CEO, Strongwood Insurance Holdings Corp.

Lisa Isom, ARM President and a specialist in program/association business reports, “Feedback from CAA members and the retail agent network has been overwhelmingly positive. Our partnership with Strongwood gives us the caliber of products, and extensive range of products, to furnish each CAA member with a competitive, tailor-made solution. It has also enabled us to expand the program to include the Industry Partners within CAA.”

The CAA Value Insurance Plan™ offers CAA members all lines of insurance including Workers’ Compensation, Commercial Property/Liability, Personal Lines, Earthquake, Renters’ Liability, Directors and Officers, Property Managers’ Professional Liability, and a broad range of Health and Employee Benefit plans. The Plan also delivers additional services such as claim carrier review, experience modification management, pro-active fraud prevention, loss control services, information resources, and a variety of time-saving tools.

“With all these features, it’s no surprise that the program is off to a good start,” stated CAA CEO, Thomas K. Bannon. “With Strongwood’s access to a broad portfolio of carriers and services, and ARM’s substantial experience with associations, we’re able to provide our members with the kinds of rates and service they deserve.”

The California Apartment Association is the nation's largest statewide rental property association, with 19 local affiliates throughout California representing individuals who operate 2 million rental housing units.

Strongwood Insurance Holdings Corp. is a Property & Casualty insurance holdings corporation with nationwide operations.

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