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## **Sequoia Insurance Company Introduces Sequoia EDGE™, a Revolutionary Risk Management Package Product for the Commercial Middle Market**

**For immediate release: September 1, 2006 – Monterey, California** – Sequoia Insurance Company™, an A- VII rated provider of premier commercial lines products, introduces Sequoia EDGE, a uniquely flexible and comprehensive risk management package designed to exceed the insurance needs of a broad range of middle market customers.

Sequoia EDGE™ is available for business incepting September 15, 2006 or later, in California, with Oregon and Nevada to follow in October. Sequoia EDGE rolls out to other western states including Colorado and Washington, through fall 2006.

“I’m a 35-year industry veteran, and Sequoia EDGE is the most flexible commercial package product I’ve ever seen,” stated Joel Bethke, Sequoia’s Vice President of Marketing and Underwriting. “The product has a seemingly endless number of ways to customize a solution, so it can be tailored to the specific needs of individual customers. This gives agents a huge competitive edge. Feedback from our agents has been overwhelming, which is to be expected since we worked closely with our agents in developing the risk management approach.”

Sequoia EDGE leverages a variety of specific coverage forms for traditional business classifications and others such as Hotel/Motel, Golf Courses, Habitational, Manufacturing, and Groceries.

For more information on Sequoia EDGE, and how it has changed the way commercial policies are sold to middle market customers, contact Sequoia Insurance Company at (866) 229-8007.

### **About Sequoia Insurance Company™**

Based in Monterey, California, Sequoia Insurance Company has been serving the western United States since 1946. Sequoia provides pioneering commercial lines products through its directly appointed agents. Among its premier innovations are Sequoia EDGE™, an extremely flexible and comprehensive risk management solution for middle market customers, and Sequoia ENTERPRISE™, a leading policy for small business owners.

Sequoia Insurance Company™ is rated A- VII by A.M. Best & Co.

•• AMB # 02281 • NAIC #22985 ••

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