

For Release: Immediate
Contact: Bill Procopio
Corporate Communications Manager
610-538-2279
bprocopio@phlyins.com

Philadelphia Insurance Companies Adds Product Offering Targeting Seniors 65 and Over

Bala Cynwyd, PA, August 16, 2010, Philadelphia Insurance Companies (PHLY) has partnered with A.G.E. (Asset Guard Endorsement) to offer a liability insurance product for seniors 65 and over.

A.G.E. (Asset Guard Endorsement) is a Liability Insurance product targeting the fastest growing segment of our population seniors 65 and over. A.G.E. provides Asset protection for people in Residential Care while naming the facility owner as an Additional Insured. Many residents transitioning into Assisted Living don't realize they have lost the critical protection of Liability Coverage once they moved out of their home or apartment. A.G.E. provides that protection. Mobility scooter accidents and dog bites can wipe out a lifetime of savings. A.G.E. is there to protect these savings.

A.G.E. Insurance is 100% web based and user friendly. Clients and residents can purchase coverage by visiting the website www.assetguardendorsement.com. Each facility owner provides the resident with the pre-loaded community identification (promo code) for access. For more information about A.G.E. products and services please contact A.G.E. at 877-243-3011.

Philadelphia Insurance Companies designs, markets, and underwrites commercial property/casualty and professional liability insurance products incorporating value added coverages and services for select industries. In operation since 1962, the Company, whose commercial lines insurance subsidiaries are rated A+ (Superior) by A.M. Best Company and AA- for counterparty credit and financial strength by Standard & Poor's, is nationally recognized as a member of Ward's Top 50 and National Underwriter's Top 100 (for in-depth financial information, please visit our website at www.phly.com). The organization has 48 offices strategically located across the United States to provide superior service.

Philadelphia Insurance Companies is the marketing name for the property casualty insurance operations of Philadelphia Consolidated Holding Corp., a Member of the Tokio Marine Group. In the United States, all products are written by insurance company subsidiaries of Philadelphia Consolidated Holding Corp. Coverage may not be available in all jurisdictions and is subject to actual policy language. Certain coverage may be provided by a surplus lines insurer. Surplus lines insurers do not generally participate in state guaranty funds and insureds are therefore not protected by such funds. Non-insurance products and services may be provided by independent third parties.

To locate the office nearest you or for more information, visit us on the web at www.phly.com or contact our marketing department at 800-873-4552.

###