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### **Lights, Camera, Action: Philadelphia Insurance Rolls Out New Film Production Product**

**Bala Cynwyd, PA, October 1, 2010 - Philadelphia Insurance Companies (PHLY)** is pleased to launch its newest insurance product for the Film Production industry, adding to its portfolio of Entertainment products. PHLY designed its Film Production product to meet the unique needs of Film Producers, D.I.C.E. Producers, Film Production Companies, Film Schools, Photographers and Videographers, offering coverage that includes General Liability with Abuse & Molestation, Inland Marine, Property, Auto and Excess Liability.

“PHLY is excited to add Film Production to its lineup of Entertainment products and we view this as a natural progression in the evolution of our program,” commented Donna Mescall, Underwriting Manager. “The package approach provides the Film Production industry with a ‘one stop shop’ to fulfill their Property, Auto, General Liability and Excess Liability insurance needs while coverage enhancements provide a broad array of coverages specific to film exposures including but not limited to coverage for faulty stock, negative film, third party property damage, and others. The program targets the film production companies with per production costs of \$1,000,000 or less, offering short term and annual production policies.”

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](http://www.phly.com)). The organization has 47 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](http://www.phly.com) or contact Marisa Thornton, Marketing Manager at 610-538-2260

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