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**Philadelphia Insurance Launches New Coverage for Gun Stores, Gunsmiths**  
*New product offers one stop shopping for retail gun stores and gunsmithing*

**Bala Cynwyd, PA, October 17, 2011 - Philadelphia Insurance Companies (PHLY)** is launching its newest insurance product for retail gun stores and gunsmithing. The Retail Gun Store product is designed to meet the unique needs of the ever expanding outdoor recreational industry.

“Adding Retail Gun Stores and Gunsmithing to PHLY’s product lineup is a natural and exciting progression in the evolution of our Outdoor Program,” commented Brent Skiles, Assistant Vice President. “Retailers and gunsmiths will find PHLY offers a ‘one-stop shop’ to fulfill property, auto, crime, professional liability and general liability insurance needs.”

The coverage enhancements provide a broad array of protection specific to retail gun store exposures including gunsmithing (repairing, modifying of fire arms), shooting ranges, firearm instructors, personal property of others and property off premises. Policyholders are also entitled to discounted background checks for employees through PHLY’s Loss Control Program. More information on the Retail Gun Store product can be found online at:  
<http://www.phly.com/products/RetailGun.aspx>

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 A+ 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 46 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.

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