

DEEP CUSTOMER CONNECTIONS

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Mutual of Enumclaw Earns Deep Customer Connections' Top Ten Ranking

ACTON, Mass.—January 27, 2012— More than 8,000 agents assessed the performance of over 200 property and casualty carriers in Deep Customer Connections, Inc.'s 9th year of surveying agents.

In the survey, agents rated how easy it is to place business with carriers based on 11 factors. Deep Customer Connections is proud to recognize Mutual of Enumclaw for their outstanding performance.

In particular, Mutual of Enumclaw was the highest scoring carrier in two factors: handling claims promptly and handling claims fairly.

In the survey, agents rated how easy it is to place business with carriers based on 11 different factors. The factors were developed and validated with agents based on what is most important to them in making it easy to place business with carriers. The Deep Customer Connections Opportunity Index gauges a carrier's performance against what independent agents rate as most important when choosing with which carrier they will write business.

About Deep Customer Connections, Inc.

Deep Customer Connections, Inc. specializes in research, analysis and consulting to help property and casualty carriers achieve profitable growth by making it easier for their agents to write more business with them. Deep Customer Connections' Opportunity Index is an industry benchmark of carriers' performance. Further details of the 2011 survey results are available from Deep Customer Connections at 978-263-6100.

<http://www.deepcustomerconnections.com>