



ARROWHEAD
General Insurance Agency, Inc.

FOR IMMEDIATE RELEASE

ARROWHEAD ANNOUNCES WEBSITE ENHANCEMENTS FOR PRODUCERS & INSURED

San Diego, CA, 04/04/2008 – ARROWHEAD General Insurance Agency, Inc. announced today it has launched its renovated corporate website, www.ArrowheadGrp.com and its secure online portal, www.ArrowheadExchange.com. Both sites will feature new looks, intuitive navigation and improved tools focused on enhancing their customers' online experience.

ArrowheadExchange.com is the website where Arrowhead producers can quote, bind and submit new business and service existing policies. Enhancements to its architecture include intuitive navigation, easy customer search functions, online commission statements and additional producer reports. Arrowhead Exchange will also feature the ability for insureds to pay their bills online. This function was moved from another website in an effort to consolidate the company's web traffic.

"Arrowhead has always been known as a technology leader," said Chief Marketing Officer Ryan O'Connor. "With the updated sites we'll continue to showcase our focus on our customers' needs while streamlining their daily tasks and offering them the ease-of-doing business with us."

O'Connor said Arrowhead conducted a series of informal research programs throughout the last year with key producers and the results have influenced the new website's design, content and database search functions. "ArrowheadExchange.com truly sets us apart from other general agencies because of its ability to quote multiple products in multiple states ranging from motorcycle to workers' compensation, which enables producers to accomplish everything in one place."

"We want people to visit ArrowheadGrp.com when they need information about our products and our company," O'Connor said. "Once they're a producer, they'll transact their business with us at ArrowheadExchange.com."

The updated ArrowheadGrp.com site will now feature a product by state search, an online questionnaire for interested producers to sign up for access to programs as well as helpful company details, contacts and claim information.

Chief Executive Officer, Chris Walker, stressed that customer service is Arrowhead's main priority. "Our web development team will continue to work closely with our marketing and customer service departments to provide our customers with the tools they need to make their daily tasks with our company more efficient," Walker said. "We are extremely pleased with how these websites have evolved and we're looking forward to the continued enhancements we'll make throughout 2008."

"In addition to the new sites, the 'Think ARROWHEAD' marketing campaign will launch this April," O'Connor said. "We want to create brand awareness and showcase the products we have available while reintroducing Arrowhead to the marketplace and our producers. A lot has changed over the last year and this is our opportunity to demonstrate the exciting updates and our vision going forward."

Arrowhead General Insurance Agency, Inc., headquartered in San Diego, is an independent national insurance program manager for commercial, personal and specialty products and is one of the largest privately held general agencies in the United States. Arrowhead's partnerships with strong insurance carriers provide stability for its nationwide network of producers. We invite insurance agencies and insurance companies from coast to coast to grow with us. ArrowheadGrp.com.

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