

FOR IMMEDIATE RELEASE

## AMERICAN CLAIMS MANAGEMENT ANNOUNCES ITS UPDATED BRAND & WEBSITE

**San Diego, CA, 02/23/09** - American Claims Management, Inc. (ACM) is pleased to announce it has updated its company brand as of February 23, 2009. The national third party claims administrator's objective is to create brand awareness and showcase their available services while reintroducing ACM to its current clients and the marketplace.

"There have been many changes throughout our organization this past year," said ACM's president, Scott Marshall. "As we continue to streamline and improve our operations both internally and for our clients, we want to take this opportunity to embrace a new company brand. The decision to create a new identity was made to strengthen our commitment to our coworkers, clients and business partners, and to emphasize our mission to focus on providing innovative solutions for our customers, recruiting and retaining staff of the highest-quality and utilizing cutting-edge technology."

The foundation of ACM's new brand is its mission, vision and values statements as well as a new tag line and logo.

"With a new mission statement, we motivate employees and promote our customer first philosophy while providing opportunities for all parties involved," said Marshall.

One of the most important segments of this brand update is the launch of ACM's renovated corporate website, [ACMclaims.com](http://ACMclaims.com). The website features a redesign to coincide with the new logo and enhancements that include intuitive navigation and tools focused on improving their customers' online experience.

"We want current clients and prospective business partners to visit [ACMclaims.com](http://ACMclaims.com) when they want information about our company, their current claim activity details or when they need to manage claim reporting," Marshall said. "Our site is still evolving but the ultimate goal is for it to be the go-to place for all American Claims Management needs."

With the website and marketing materials evolving throughout the year, Marshall said he and his coworkers are looking forward to the continued enhancements they will be able to offer their customers throughout 2009.

Since 1988, American Claims Management has been an independent national third party claims administrator specializing in both commercial and personal lines. By offering professional expertise in claims administration, ACM is committed to providing superior claims services. For more information, please visit [www.ACMclaims.com](http://www.ACMclaims.com). ACM is a wholly owned subsidiary of Arrowhead General Insurance Agency, Inc.

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