



ARROWHEAD
General Insurance Agency, Inc.

FOR IMMEDIATE RELEASE

NEW BRAND AND WEBSITE RELEASED FOR ARROWHEAD'S SUBSIDIARY, AMERICAN CLAIMS MANAGEMENT

San Diego, CA, 02/23/2009 – ARROWHEAD General Insurance Agency's, Inc. subsidiary, American Claims Management, Inc. (ACM), has announced its updated company brand and renovated website release. Arrowhead acquired ACM in August 2007 to round out its nationwide general insurance agency services. With a new ACM management team in place, the decision was made to create a new identity for the national claims company in order to signal to its business partners that they are focusing on innovative online solutions and more efficient services. The new brand creates an awareness of 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."

One of the most important segments of this brand update is the launch of ACM's renovated corporate website, 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 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."

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. ACM is a wholly owned subsidiary of Arrowhead General Insurance Agency, Inc.

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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