



ARROWHEAD
General Insurance Agency, Inc.

FOR IMMEDIATE RELEASE

ARROWHEAD GENERAL INSURANCE AGENCY WINS ACORD AWARD FOR REAL TIME AGENCY DATA UPLOAD

San Diego, CA, 06/03/2010 – ARROWHEAD General Insurance Agency, Inc., a leading provider of top rated insurance programs, is pleased to announce it was a recipient of an Early Adopter ACORD Award. Presenting the award was the Association for Cooperative Operations Research and Development (ACORD), a global nonprofit insurance association that is standardizing systems used by the insurance industry.

Arrowhead was recognized for automating its Workers' Compensation online submissions by uploading real time agency data from the ACORD form to ArrowheadExchange.com, Arrowhead's online quoting portal. Together with Appulate, a partner of the Real Time Group, software was implemented for Arrowhead's producers to input ACORD data directly from agency management systems to complete forms and loss run requests.

"The ultimate goal was to increase automation for our producers to help them avoid redundant key strokes," said Steve Boyd, president of Arrowhead's Commercial Division. "The Appulate software has been instrumental in our new Quick Quote platform that has improved our workers' comp submissions. The next steps will be to expand this technology to our Commercial Package and monoline Commercial Auto Programs."

"It's been great working with Arrowhead to bring automation and Real Time to their producers," said Nic Bryson, Appulate's director of product management. "We're proud to be part of the success that has earned this award from ACORD."

Accepting on behalf of Arrowhead was its chief information officer, Dick Hoyer. "It was a unique honor to have been selected for the ACORD award," said Hoyer. "Our information systems and marketing teams have been working closely with our BETA version for Quick Quote and our producer feedback has been very positive. We're looking forward to our full launch in July."

The ACORD Awards began in 1997 and categories are updated every year to meet standards with improvements in technology. The focus for the 2010 awards was implementation versions, certifications and regional differences. Award eligibility for companies included completing multiple ACORD system certifications between June 2009 and April 2010.

"On behalf of ACORD, I want to congratulate Arrowhead General Insurance Agency on receiving an Early Adopter ACORD Award. We thank them for their commitment to the adoption and implementation of ACORD standards," said ACORD vice president of standards, Lloyd Chumbley.

Arrowhead General Insurance Agency, Inc., headquartered in San Diego, is an independent national insurance program manager for commercial and personal products and is one of the largest privately held general agencies in the U.S. with \$609 million written premium in 2009. Arrowhead's relationships with strong insurance carriers provide stability for its nationwide network of producers. We invite insurance agencies and companies from coast to coast to grow with us. For more information about our products and services, please visit us at ArrowheadGrp.com.

CONTACT -

Christina Eagle, Communications Director | 619.881.8655 | CEagle@ArrowheadGrp.com
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GROW
with us

ARROWHEADGrp.com

ARROWHEAD Communications | Tel 619.881.8655 | Fax 760.710.6589
701 B Street, Suite 2100, San Diego, CA 92101 | CA License #0699809