



FOR IMMEDIATE RELEASE:

UK Auto Insurer Establishes US Headquarters in Greater Richmond

RICHMOND, VIRGINIA (March 5, 2009)... Admiral Group plc is pleased to announce its next expansion, Admiral Americas LLC, into the Greater Richmond area. Admiral Group plc is the third largest auto insurer in the United Kingdom with eight brands extending into three additional European countries. Admiral operates a direct-to-consumer business model, serving customers via the phone and internet. Admiral Group plc is consistently listed among the top places to work for by UK and EU national publications.

Admiral Americas, LLC is investing significantly to establish its US presence in the Richmond area. They have partnered with the Virginia Department of Business Assistance, who will provide support for recruitment and training through the Virginia Jobs Investment Program. Active recruiting is underway with particular interest in the recently displaced workers in the region. The company plans to employ 40-50 people by the end of the third quarter 2009, with projections of 200 jobs by the end of its second year. Admiral Americas, LLC headquarters will be located in 26,000 square feet of currently vacant space in Henrico County's Innsbrook area.

Andrew Rose, President and CEO of Admiral Americas, LLC said "Our business model is unique, as is our approach. We operate with frugality so we can pass our savings onto our customers. In addition, creating a fun workplace filled with laughter is just as important." The company has a "push-up for paper" policy: for each page printed, the employee printing it must do a push up.

"Expanding into the U.S. has been a part of our long range growth plans, the timing is right and Richmond looks like the right location," said **Henry Engelhardt**, CEO of Admiral Group plc. He continued, "Business is good for us during challenging economic times because people are looking for ways to save money. We just need to get on their shopping list and we'll grow our business." Rose added, "We're eager to become a corporate citizen of the Richmond region and involve the community in growing our business."

Admiral selected the Greater Richmond region after a six month competition with cities including Dallas, Chicago and Charlotte. Rose states, "The Richmond region has so much to offer including cost-effective real estate, high quality labor force, and a welcoming business environment." He continued, "Another differentiating factor among the cities was the Greater Richmond Partnership's service. They streamlined the process for us. We're a cost-efficient business and this free consultative service was invaluable to us."

Dave Kaechele, chairman of Henrico County Board of Supervisors and the 2008-2009 Greater Richmond Partnership board chair, said "This is great news for our region at a time when it's truly needed. It's our pleasure to welcome another UK corporation to Greater Richmond's growing international business community." The Partnership actively markets the Richmond region globally and has developed key relationships in the UK over the past 14 years. Kaechele added, "Admiral moved quickly on this deal and we are pleased the Partnership aided in their choosing of the Greater Richmond area."



ADMIRAL

Admiral Americas, LLC was provided site-selection and location assistance by the Greater Richmond Partnership, Inc.

###

Media Contacts:

Greg Wingfield, President/CEO, Greater Richmond Partnership, Inc.
(804) 643-3227; ghw@grpva.com

Andrew Rose, CEO, Admiral Americas
804-955-1700; andrew.rose@admiralamericas.com