



ADMIRAL

FOR IMMEDIATE RELEASE:

New Greater Richmond Auto Insurer Is Looking for a Company Name!

RICHMOND, VIRGINIA (March 9, 2009)... WE NEED A NAME...HELP US PLEASE!!!

Did you ever think, "I could come up with a better name than that!" Want to prove you can and earn some cash and certain stardom in the process? Well now is your chance!

Admiral Americas, LLC is looking for someone to name our new company. While we like Admiral Americas, we think someone out there will have an even better name for us. Are you that person?

We are asking everyone interested to please contribute to the "Name Our Biz!" contest. All submissions must be received by 11:59pm, EST, April 10, 2009 at our website www.nameourbiz.com. Should you have the right stuff and your name is selected for the company, you will receive \$1,000 and earn endless bragging rights over the thousands of other submissions.

Admiral Americas, LLC is a newly formed, direct to consumer, automobile insurance company. We believe people who like what they do, do it better. We pride ourselves on creating and maintaining a relaxed and friendly company culture. We encourage a climate of individual contribution, long-term commitment and profitable growth. Currently, Admiral Americas is establishing its location in western Henrico County's Innsbrook area.

Admiral Americas, LLC is a wholly owned subsidiary of Admiral Group plc. Admiral Group is the third largest auto insurer in the UK with subsidiaries in Germany, Italy and Spain.

For more contest information, please visit our website at www.nameourbiz.com or at our corporate website www.admiralamericas.com.

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