

Admiral Americas trumpets the arrival of Elephant Auto Insurance

RICHMOND, VIRGINIA (July 28, 2009)...

Admiral Americas, LLC, based in Richmond, VA, is pleased to announce the name of its new auto insurance brand, Elephant Auto Insurance™.

After setting up business in January 2009, Admiral Americas has spent the last several months conducting research to ensure the new brand resonates with US consumers. From a candidate pool of over 1,000 names which were tested through focus groups and customer surveys, Elephant emerged as the strongest name for the US market.

"We wanted a brand name that stood out," said Andrew Rose, President and CEO of Admiral Americas, LLC. "Elephant is a unique name, and it also portrays the strength and stability that US customers want from an auto insurer."

Henry Engelhardt, President and CEO of Admiral Group plc said, "We are delighted that Elephant was selected as the US brand. We are making good progress in preparing for the launch of our US auto insurance operation."

Elephant, headquartered in Henrico County's Innsbrook area, plans to employ 40-50 people by the fourth quarter 2009, with projections of 200 jobs by the end of its second year. The company continues to push towards a public launch in the last quarter of 2009 or first quarter of 2010.

About Elephant

Elephant, founded in 2009, is a newly-formed direct to consumer automobile insurance company. The company encourages a climate of individual contribution, long-term commitment and profitable growth and believes people who like what they do, do it better. Located in Richmond, VA, Admiral Americas, LLC is a wholly owned subsidiary of Admiral Group, PLC. More information is available at www.elephant.com and www.admiralamericas.com

About Admiral Group plc

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. More information is available at www.admiralgroup.co.uk

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