

PRODUCER RELEASE

ATLAS ANNOUNCES LAUNCH OF NEWLY DESIGNED WEBSITE AND LOOK

San Diego, CA, 12/15/2010 – Atlas General Insurance Services is pleased to announce the launch of its newly renovated corporate website, www.atlas.us.com. The updated site will feature a brand new look, intuitive navigation, and enhanced features focused on improving their customers' online experience.

By logging in to a secure portal, Producer Partners will gain exclusive access to valuable product information, broker resources, company announcements and much more.

“Superior customer service is our priority here at Atlas and we are working to further transform our website features to benefit our Producer Partner’s online experience with us,” said Holly Foxen Wells, Atlas’ Marketing Representative. “Continued enhancements planned for our website in the coming year include online quoting, online bill pay for insureds, and policy administration.”

In addition to the newly renovated website, Atlas has re-branded their company look and has updated their marketing presence to reflect these exciting changes. “Our goal is to enhance our overall brand awareness to meet the changing demands of today’s workplace and act as a more efficient and valuable partner to our customers,” Wells said. This includes the introduction of Atlas on several different social networking sites including Facebook, Twitter, and LinkedIn. “We plan to use these platforms to personally communicate the latest news, promotions, and incentives to our clients.” Wells added, “We are constantly looking forward to create new and unique solutions for our customers and we are extremely pleased with how our branding efforts will meet these challenges.”

For more information about Atlas’ new branding strategy or learn how to become a Producer Partner, please visit www.atlas.us.com or call (877) 66-ATLAS.

About Atlas General Insurance Services®

Atlas General Insurance Services is a full service general insurance agency that offers a wide range of insurance solutions with a focus on workers’ compensation. Atlas has expertise in developing and underwriting specialty programs with a wide variety of insurance carrier partners. Atlas has the primary goal to provide exceptional service and unique options for its clients.