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**EMC Insurance Companies Subsidiary, EMC Insurance Group Inc.,
Named to 100 Most Trustworthy Companies List by *Forbes***

DES MOINES, Iowa (March 19, 2013) — EMC Insurance Group Inc. (EMCI) is listed on the 100 Most Trustworthy Companies list, announced by *Forbes* yesterday. The highest score in this year's list is 99, and EMCI achieved that top score in the small-cap category.

Forbes asked the independent research firm GMI Ratings to compile a list of the most transparent and trustworthy businesses that trade on American exchanges. As stated in the *Forbes* article, these companies consistently demonstrate "transparent and conservative accounting practices and solid corporate governance and management. They do not play games with revenue and expense recognition, or with asset valuation."

"EMCI is on the most trustworthy list, demonstrating our strong financial foundation and the company's success. Being transparent and honest in financial reporting enhances our consistency, solid financial results, stockholder value and longevity," says Bruce G. Kelley, EMCI president and chief executive officer. "We attribute this in part to our core values of honesty and integrity. For more than 100 years our parent company, EMC Insurance Companies, has operated with the highest ethical standards and expectations," concludes Kelley.

To create the list, GMI examined more than 8,000 companies traded on U.S. exchanges. "In order to rank companies from the most to the least trustworthy, we look at over 60 different governance and forensic accounting measures," says GMI Chairman James A. Kaplan. "Those companies that persistently display the most accounting transparency; have the lowest incidence of high-risk events; and have appropriate Board supervision are typically ranked the highest. Companies on this list reflect these practices. ... We think it's important to recognize that in this environment of negativity, there are companies that do a consistently good job of managing their business." Kaplan continues: "Also, we have found evidence that, on balance, the most trustworthy companies outperform their peers over the long term. Of course the greatest benefit to a well-managed company is that their risk of negative events is minimized."

The entire list and article can be read at

<http://www.forbes.com/sites/jacquelynsmith/2013/03/18/americas-100-most-trustworthy-companies/>

About EMC Insurance Group Inc.

EMC Insurance Group Inc. (EMCI) is a publicly held insurance holding company with operations in property and casualty insurance and reinsurance. EMCI was formed in 1974 and became publicly held in 1982. The company's common stock trades on the Global Select Market tier of the NASDAQ OMX Stock Market under the symbol EMCI. EMCI's parent company is Employers Mutual Casualty Company (EMCC). EMCI and EMCC, together with their subsidiary and affiliated companies, operate under the trade name EMC Insurance Companies. For more information, visit www.emcins.com/ir/index.aspx.

About EMC Insurance Companies

EMC Insurance Companies is among the top 60 insurance organizations in the country based on net written premium, with assets over \$3 billion and more than 2,100 employees. The company was organized in 1911 to write workers' compensation protection in Iowa. Today, EMC provides property and casualty insurance products and services throughout the United States and writes reinsurance contracts worldwide. Operating under the trade name EMC Insurance Companies, Employers Mutual Casualty Company and one or more of its affiliated companies is licensed in all 50 states and the District of Columbia. For more information, visit www.emcins.com and www.CountonEMC.com.

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