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**New App Helps Businesses Plan for the Unexpected**

DES MOINES, Iowa (Nov. 4, 2014) —OFB-EZ Mobile™ helps business owners create a continuity plan to prepare for a business interruption. The app keeps track of operations vital to the business, as well as employee and vendor contact information.

EMC Insurance Companies worked in cooperation with the Insurance Institute for Business & Home Safety (IBHS) to develop the app based on IBHS's OFB-EZ™ toolkit.

“OFB-EZ Mobile is designed to be an easy way for even the smallest businesses to properly plan for worst case scenarios,” says Bryon Snethen, EMC Insurance Companies’ vice president/risk improvement. “The app helps business owners recognize the risk to their operations and create an essential plan to be more resilient to disasters.”

OFB-EZ Mobile is a free app available for Android devices in the Google Play Store and for Apple devices in the App Store.

**About EMC Insurance Companies**

EMC Insurance Companies is among the top 50 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](http://www.emcins.com) and [www.CountonEMC.com](http://www.CountonEMC.com).

**About Insurance Institute for Business & Home Safety**

The Insurance Institute for Business & Home Safety is a membership organization that conducts objective, scientific research to identify and promote effective actions that strengthen homes, businesses and communities against natural disasters and other causes of loss. For more information, visit [www.disastersafety.org](http://www.disastersafety.org).

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