



NEWS RELEASE

For Immediate Release

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EMC Insurance Companies Receives Platinum, Gold Awards in 2010 Hermes Creative Awards

DES MOINES, Iowa (August 24, 2010) — EMC Insurance Companies was selected out of a pool of approximately 3,600 entries from all over the world to receive both a Platinum and Gold Award in the 2010 Hermes Creative Awards competition. The Platinum Award, which is presented to the most outstanding entries in the competition, was awarded to EMC for Overall Website Design of www.emcins.com. The Gold Award, which is presented to entries that exceed the high standards of the industry norm, was awarded to EMC for Website Homepage Design. This is the second year in a row EMC has been honored with the Gold Award, which they received for their *2008 Corporate Review*.

The Hermes Creative Awards competition is held to honor outstanding concepts, writing and design exhibited through traditional and emerging media internationally. Submissions to the competition are made by a broad range of corporate marketing and communication departments, advertising agencies, PR and design firms, production companies and Web-based freelancers. Entries are judged by the Association of Marketing and Communication Professionals (AMCP), which looks for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

About EMC

EMC Insurance Companies, with assets of approximately \$3 billion and more than 2,100 employees, is among the top 60 insurance organizations in the country based on net written premium. The parent company, Employers Mutual Casualty Company, and its affiliated companies are licensed in all 50 states and the District of Columbia and operate under the trade name EMC Insurance Companies. Organized in 1911, the company offers insurance protection for businesses, homes, autos and life. For more information, visit www.emcins.com.

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About the Association of Marketing and Communication Professionals

The AMCP was founded in 1995 by a group of communication professionals who had been involved in competitions for several national and international trade organizations. Their goal was to create an independent, inexpensive competition to honor outstanding achievement and service to the communication profession. Currently, AMCP's membership consists of several thousand people who have entered the MarCom Awards, Hermes Creative Awards and Ava Awards.

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