



NEWS RELEASE

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EMC Insurance Companies Joins TrustedChoice.com

DES MOINES, Iowa (Jan. 24, 2017)—EMC Insurance Companies has joined the TrustedChoice.com online insurance lead generation platform as a national partner for commercial lines insurance. EMC's participation on TrustedChoice.com provides local independent insurance agents access to specialty commercial insurance buyers they may not otherwise have the resources to reach.

"We have watched TrustedChoice.com grow significantly in the last three years, so it was time for us to add TrustedChoice.com to our digital marketing strategy," said Rob Friedman, EMC vice president of marketing. "Joining helps our agents get more lead opportunities for the business they have an interest in writing most. It is a win-win for consumers, our agents and EMC."

"We're pleased to welcome EMC," said Chip Bacciocco, CEO of TrustedChoice.com. "EMC is a great company with a large and highly respected network of independent agents, all of whom will benefit from EMC's participation on the nation's fastest growing commercial insurance website, TrustedChoice.com."

TrustedChoice.com is the No. 1 online lead generation platform serving the independent insurance agency channel. TrustedChoice.com offers its [Appetite Engine](#) platform to leading independent insurance companies across the United States, connecting over 45,000 commercial insurance buyers to a network of 22,000 local independent insurance agents in 2016.

"For over 100 years, EMC has been committed to serving independent agencies," said Bob Rusbult, president and CEO of Independent Insurance Agents and Brokers of America. "To have A-rated insurance carrier EMC join the TrustedChoice.com platform is a testament to the value TrustedChoice.com delivers to both consumers and agents, and EMC's ongoing commitment to generating value for the independent agent channel."

About EMC Insurance Companies

EMC Insurance Companies is among the top 50 insurance organizations in the country based on net written premium, with more than 2,200 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.

About TrustedChoice.com

TrustedChoice.com partners with independent insurance agencies and insurance carriers to connect insurance buyers with the right local insurance agent. A digital platform pairs insurance consumers with participating local independent insurance agents and carriers through a proprietary search engine optimization strategy that drives organic traffic and boosts online digital lead referrals. In 2016, TrustedChoice.com connected over 45,000 commercial insurance buyers to a network of 22,000 local independent insurance agents.

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