



American European Insurance Group, Inc. ("AEIG") Introduces Equipment Breakdown Coverage For Homeowners

September 1, 2008

American European Insurance Group, Inc. ("AEIG") announced today it is now offering a new coverage to protect homeowners against losses arising from equipment breakdown.

Homeowners depend on equipment in their homes. Most of us take equipment that provides heating, cooling and electricity for granted. This equipment is becoming more sophisticated and complex, causing breakdowns to be more costly and the risk of significant repair expenses to be greater for homeowners.

Although homeowner policies provide a wide range of protection, mechanical, electrical or heating equipment failure is typically not covered. Warranties and service contracts may offer some sense of security, but they offer limited coverage on only certain equipment for a limited time and they are expensive. That is why AEIG offers an equipment breakdown insurance option – to protect homeowners from these costly risks.

Unlike warranties and typical service contracts, which provide only limited coverage for a specific piece of equipment, AEIG's Homeowners Equipment Breakdown insurance can cover a wide range of basic equipment, including central air conditioning, ventilation systems and fans, boilers and water heaters, furnaces, heat pumps, heaters, solar heaters, deep well pumps, back-up generators, chair lifts and elevators, electrical power panels, pool equipment and central vacuum systems.

American European Insurance Group, Inc. ("AEIG") is offering Equipment Breakdown coverage for homeowners through The Hartford Steam Boiler Inspection and Insurance Company ("HSB"), one of the world's leading providers of equipment breakdown coverage for business, industry and institutions.

If you have any questions, please contact Kathy Creech at 856-779-6966 or at kcreech@aeiginsurance.com.

American European Insurance Group, Inc. ("AEIG") has offices in Cherry Hill, NJ and New York, NY. We are a group of regional insurance companies, American European Insurance Company and Rutgers Casualty Insurance Company, and affiliates, Rutgers Enhanced Insurance Company and United International Insurance Company. Our group offers property and casualty products and services through a network of independent agents. We pride ourselves in meeting our insurance obligations to our agent partners and customers for more than 20 years.