



## **American European Insurance Group, Inc. Introduces Option To Increase Liability Limits On Its Businessowners Policy**

### For Immediate Release

CHERRY HILL, NJ, May 19, 2011. American European Insurance Group, Inc. (“AE”) announced today that it has added a new option to its Businessowners Policy (“BOP”). You will now be able to increase your liability limits to \$2,000,000 per occurrence and \$4,000,000 in aggregate. The option will be available [as of (date)/immediately] and has been added to the Company’s Agency Link portal for online quotes and policy issuance. It is available in all states in which AE does business.

“We have instituted this new option in response to our independent agents, who requested it,” said Vincent V. Nieroda, President and Chief Executive Officer. “It will help make AE more competitive in the marketplace and demonstrates our readiness to provide our agent network with the updated products they need.”

The new option will provide significant benefits for agents, insureds and for the Company. For instance:

- As businessowners find that “hold harmless” agreements and contracts increasingly require higher limits, this option will relieve policyholders from worrying about self-insuring for liabilities above \$1 million.
- The option relieves policyholders from the perception that they have to pay for yet another policy.
- Unlike an umbrella policy, this option only provides increased limits on the General Liability and not for other underlying policies.

Any questions may be directed to Kim Lorenzini, Marketing Manager for AE, at [kmlorenzini@aeiginsurance.com](mailto:kmlorenzini@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.*