



**American European Insurance Group, Inc.  
Launches New Ad in *PIA Magazine***

For Release September 1, 2011

CHERRY HILL, NJ, September 1, 2011 – American European Insurance Group, Inc. ("AE") announced today that our latest ad, "[What's Behind the Blue Door?](#)", will be launched in the September 2011 issue of *PIA Magazine*.

"What's Behind the Blue Door?" is a print advertisement and promotes the AE Habitational product. AE's Habitational product targets apartments of five (5) or more apartment units and two (2) or more condominium units. AE's underwriting and claims handling expertise has made it a successful class for the Company. Recently we added the Habitational class to the AE Businessowners Program.

We are very excited about this opportunity to showcase our expertise and about enhancing AE's image and exposure within the industry.

If you have any questions, please contact Kim Lorenzini, Marketing Manager, at [kmlorenzini@aeinsurance.com](mailto:kmlorenzini@aeinsurance.com).

Don't forget to visit us online at [www.aeinsurance.com](http://www.aeinsurance.com) for all AE news!

*American European Insurance Group, Inc. ("AE") 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.*