

News Release

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Subject: **Jewelers Mutual receives 2010 CIO 100 award from CIO Magazine**

Jewelers Mutual Insurance Company, Neenah, Wis. — IDG's *CIO* magazine, the IT media brand providing executives insight into business technology leadership, announced Jewelers Mutual as a recipient of its 2010 CIO 100. The 23rd annual award program recognizes organizations around the world that exemplify the highest level of operational and strategic excellence in information technology (IT).

Jewelers Mutual was recognized for its innovative PJ Express Web Solution, which allows consumers to sign up for jewelry insurance after purchasing an item online or in a store. The program has helped reduce the application process to less than 10 minutes. As a result, the company has seen an increase in the sale of its Personal Jewelry Insurance coverage.

"This year's CIO 100 awards draws well-deserved attention to companies that are not only innovating with IT, but creating genuine business value as well," said Maryfran Johnson, Editor in Chief of *CIO* Magazine & Events. "These winning companies and their IT organizations are an inspiration to businesses everywhere."

The 2010 CIO 100 awards will be presented at the Terranea Resort in Rancho Palos Verdes, California, on August 24 at the conclusion of the 12th annual CIO 100 Symposium® and Awards Ceremony.

The recipients of this year's CIO 100 Award were selected through a three-step process. First, companies completed an online application detailing their innovative IT and business initiatives. Next, a team of judges reviewed the applications, looking for unique practices and substantial results. Finally, *CIO* editors reviewed the judges' recommendations and voted on the final 100. Once the top 100 honorees were selected, several honorees were chosen to receive an additional special award. The recipients of this special award will be revealed at the CIO 100 awards ceremony in August.

Joel Matthies, vice president of IT at Jewelers Mutual, says he is humbled to be recognized by *CIO* magazine. "We always strive to provide the right technology for our customers, valued agents, and partners. The CIO 100 Award clearly demonstrates the value proposition and partnership we have established within our business and our culture," says Matthies. "With the support of my peers and IT leaders, Jewelers Mutual will continue to look for innovative ways to satisfy our current and future customers."

Complete coverage of the 2010 CIO 100 awards will be online at www.cio.com on June 1, 2010 and in the August 1 issue of *CIO* magazine.

CIO produces award-winning content and community resources for information technology executives thriving and prospering in this fast-paced era of business, as well as creates

opportunities for information technology and consumer marketers to reach them. The CIO portfolio includes CIO.com, *CIO* magazine (launched in 1987), CIO Executive Programs, and the CIO Executive Council. CIO properties provide business technology leaders with analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals. The U.S. edition of the magazine and website are recipients of more than 200 awards to date, including three Grand Neals from the Jesse H. Neal National Business Journalism Awards and two *Magazine of the Year* awards from the National Society of Business Publication Editors. CIO websites and magazines appear in more than 25 countries, including Australia, Canada, China, France, and Germany. CIO is produced by CXO Media, a subsidiary of International Data Group (IDG), the world's leading technology media, research and event company.

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