

Information Release

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For immediate release

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Jewelers Mutual Insurance Company stands by jewelry industry through Hurricane Irene

Jewelers Mutual Insurance Company, Neenah, Wis. – As Hurricane Irene subsides and travels northbound, Jewelers Mutual Insurance Company highlights this event as another example of the benefits of being well-prepared when disaster strikes.

Weeks before the storm developed, Jewelers Mutual mailed to its jewelry-industry policyholders a **Hurricane Preparedness Guide** and business-continuity-planning materials detailing procedures and precautions jewelers should take when hurricanes threaten. This guide is available for both the jewelry industry and the general public on Jewelers Mutual's website, www.JewelersMutual.com. Click on the "Security & Safety" link on the homepage and follow the "Catastrophe Preparedness" link on the left side. The guide details safety measures, emergency-preparedness tools, and the steps to take if damage is incurred.

Throughout the development of Hurricane Irene, Jewelers Mutual stayed in close contact with jewelers by sending e-mails highlighting the step-by-step procedures necessary to ensure their personal safety and protect their business.

"With a hurricane like Irene, you never know what to expect," said Jeff Mills, vice president of Commercial Lines for Jewelers Mutual. "In 2005, we had disaster response teams on site shortly after Hurricane Katrina hit. We learned that being prepared is one of the best things you can do for yourself and for your business."

Now, Jewelers Mutual is reminding its clients to review the "After the Storm" section of the Hurricane Preparedness Guide. This section provides guidance and a checklist of steps for jewelry business owners and workers to safely return to the facility, assess damages, file any necessary claims, arrange for repairs, restore functioning, and reopen for business. "As a niche insurer, we have a unique and interconnected relationship with the industry we serve. We have a vested interest in the success of the jewelry industry and, as a mutual company founded by jewelers for jewelers nearly a century ago, we are truly a part of the industry. We want to see our member merchants and related jewelry businesses overcome hardships and prosper," Mills said.

Jewelers Mutual staff are available 24 hours a day to assist policyholders who have questions or need to report claims. Contact them at 800-558-6411 and follow the emergency instructions. Jewelers Mutual claims representatives and field adjusters are standing by to assist the handling of calls and reported losses.

About Jewelers Mutual Insurance Company

Jewelers Mutual Insurance Company is the only company specializing exclusively in jewelry insurance in the United States and Canada. The company's strong financial position is reflected in its 24 consecutive A+ Superior ratings from A.M. Best. Jewelers Mutual was founded in 1913 in Neenah, Wis., by jewelers seeking to meet their unique insurance needs. Today, Jewelers Mutual insures manufacturers, repair businesses, bench jewelers, custom designers, retailers, artisans, appraisers, wholesalers, and individuals. More than 10,000 commercial policyholders trust Jewelers Mutual to insure their jewelry

businesses, and more than 225,000 individual policyholders carry in excess of \$3 billion in personal jewelry insurance coverage. Visit the Jewelers Mutual website at www.JewelersMutual.com to learn more.

Logos, photos, and graphics are available in the newsroom at JewelersMutual.com.

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