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Ware Insurance Unveils New Branding

Virginia Beach, March 20, 2009 -- As one of the largest, locally owned independent insurance agencies in Southeast Virginia, Ware Insurance has updated its corporate branding and communications to project the firm's continued commitment to client service in this digital age. Since 1961, the company has provided high quality insurance products and risk management services to residential customers and clients in industries such as manufacturing, construction, health care, marine, professional services, and hospitality. The firm offers Customized Business Insurance, Construction and Professional Bonds, Employee Life & Health, an Executive Insurance Coverage Package and homeowner policies. Its worldwide clients include electronics distributors, facility engineers, agricultural supply companies, textile and toy distributors, and large hotels in geographic areas including China, Great Britain, India, Germany, Asia, Canada, Mexico, and South America.

Edwin C. Kellam, Jr., President, states "since its inception, Ware Insurance has been steadily building on a solid foundation of industry experience, work ethic and a dedication to client service. We remain committed to providing the highest quality risk management tools in the industry with the same ethics of integrity, financial strength and personalized service as was present years ago. Our team is excited and energized by this new phase in our history."



New operational efficiencies and marketing communications reflect the new branding. For example, while its new virtual paperless office means quick response to client inquiries, remote access to data, online account management capabilities, and secure off-site data warehousing, Ware Insurance guarantees live, personal attention.

For more information, contact Debi Wacker, LightSource Marketing, Virginia Beach, Virginia (757) 437-7739, e-mail:

dwacker@lightsourcemarketing.com. Please reference Ware's services and corporate profile under

www.wareinsurance.com.

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