

**Media Contact:**

Eric Turmel, Corporate Communications and Marketing Coordinator  
(248) 426-7914 | [eturmel@amerisure.com](mailto:eturmel@amerisure.com)

## **Richard Russell to Retire as Amerisure Mutual Holdings, Inc. and Amerisure, Inc. President and CEO**

**Farmington Hills, Mich., Dec. 15, 2014**—Amerisure announces the retirement of Richard Russell President and CEO of Amerisure Mutual Holdings, Inc. and Amerisure Inc. effective Dec. 31, 2014. Russell has provided nearly 40 years of leadership and dedication to Amerisure, as well as its current and previous affiliates.

Under Russell’s leadership, the Companies focused on commercial lines only and developed the *Partners for Success*® (PFS) strategy, contributing significantly to Amerisure’s success. This new strategy dramatically altered the Company’s distribution network by recognizing the independent agent as the organization’s primary customer. During his tenure, the Company averaged an 8.6 percent annual growth rate and assets nearly doubled, reaching \$2.5 billion.

“We are very grateful for Rick’s many years of dedication and service; his contributions to the Company are too numerous to count,” commented James B. Nicholson, Chairman of the Board, Amerisure Companies. “He will be missed, but I am grateful for the time he worked with me and the team to continue moving the Company forward.”

Gregory Crabb, who succeeded Russell as President and CEO of Amerisure Mutual Insurance Companies in May 2014, will now also succeed Russell as President and CEO of Amerisure Holdings, Inc., Amerisure Inc. and has also been elected as a member of the Board.

### **About Amerisure Insurance**

Amerisure Mutual Insurance Company, a stock insurer, is a property and casualty insurance company with experience insuring American businesses since 1912. Amerisure and its affiliates target mid-sized commercial enterprises in manufacturing, construction and healthcare through strategically located Core Service Centers across the United States. For more information, visit [www.amerisure.com](http://www.amerisure.com).

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