

For Immediate Release

26777 Halsted Road | Farmington Hills, MI 48331 | www.amerisure.com

Media Contact:

Eric Turmel, Senior Marketing and Communications Specialist
(248) 426-7914 | eturmel@amerisure.com

Amerisure Promotes Todd B. Ruthruff to Chief Relationship Officer

Farmington Hills, Mich., June 15, 2015—Amerisure Mutual Insurance Company announces the promotion of Todd B. Ruthruff to Chief Relationship Officer.

As a member of the Executive Leadership Team, Ruthruff is responsible for leading Amerisure's distribution strategies; providing insights regarding markets, products and services; directing agency management programs; and overseeing marketing, branding and corporate communications. Ruthruff is based in Farmington Hills, Mich. and will report to Greg Crabb, President and CEO.

"Todd's wealth of knowledge and expertise, along with his proven leadership skills, make him an ideal choice for this new position," said Crabb. "As the company continues to focus on our *Partners for Success*[®] strategy and look toward the future, Todd will be invaluable in enhancing and progressing our overall strategic relationship with our agents and serving as their voice within the organization."

Ruthruff brings significant and unique experience to this new role, having served most recently as Chief Operating Officer of Agency Business Solutions, LLC (ABS), a subsidiary of Amerisure Mutual Holdings, Inc., that is focused on independent agencies. In this position, he gained firsthand knowledge of many of the critical needs of the agencies, and this insight allowed him to help take ABS from concept to a profitable business.

Ruthruff has been with Amerisure for 26 years, and has held roles of increasing responsibility including Core Service Center (CSC) Manager of the company's Charlotte CSC and Regional Vice President in the Tampa (formerly St. Petersburg) CSC.

-more-

Press Release



For Immediate Release

26777 Halsted Road | Farmington Hills, MI 48331 | www.amerisure.com

Media Contact:

Eric Turmel, Senior Marketing and Communications Specialist
(248) 426-7914 | eturmel@amerisure.com

“Todd and his team will work in partnership with Claims, Field Marketing & Underwriting, Loss Control and other key functions to ensure that Amerisure remains as a leader in responding to our customers’ current and future needs,” stated Crabb.

Ruthruff graduated from Capella University and is a licensed insurance agent. In addition, he has served on the board of directors of several insurance agencies.

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 amerisure.com.

###