



NEWS RELEASE

FOR IMMEDIATE RELEASE

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FIRST INSURANCE COMPANY OF HAWAII RE-LAUNCHES ITS 1ST CHOICE BUSINESSOWNERS POLICY *A Comprehensive Policy for Small-Business Owners*

HONOLULU – First Insurance Company of Hawaii has re-launched its 1st Choice Businessowners Policy (BOP)—a single, comprehensive insurance policy designed for small-business owners that covers most property and liability risks.

“The 1st Choice policy is a smart option for small businesses in Hawaii since a single policy covers most risks, from the business itself to the building and computer equipment,” said Calvin Hiraoka, Senior Vice President and Chief Underwriting Officer at First Insurance.

In addition to the comprehensive coverage this policy offers, two new optional endorsements are being offered to help meet the challenges of technology protection in an ever-changing business environment.

(more)

The Businessowners Advantage endorsement provides expanded coverage for such items as electronic data, interruption of computer services, computer fraud, funds transfer fraud, dependent business income, credit card charges, brands and labels, lock replacement, mold, and temperature or humidity change. With the Businessowners e-Commerce endorsement, companies that do business over the internet are covered for loss of income due to a slowdown or cessation of e-commerce operations.

To provide a quicker turnaround time for policy quotes and issuance, First Insurance has also added the 1st Choice Businessowners policy to its new and improved web-based interface, FirstLink. This user-friendly system allows insurance agents to automatically quote and issue a policy in minutes, at the best price available.

More information on 1st Choice is available from independent insurance agents in Hawaii representing First Insurance. A list of First Insurance appointed agents can be found at www.ficoh.com or by calling 527-7777.

First Insurance Company of Hawaii, Ltd. is the oldest and largest property and casualty insurer domiciled in Hawaii, with assets totaling more than \$572 million and liabilities of \$376 million. First Insurance offers a broad array of personal, commercial, and specialty insurance lines. Nearly a century old, First Insurance enjoys an "A" (Excellent) rating from A.M. Best Co., whose ratings are widely recognized as a benchmark of an insurer's financial strength. Proud of its broadly experienced, service-oriented staff, First Insurance employs more than 300 insurance professionals and distributes its products through 29 independent general agencies. It has claims personnel on Oahu, Kauai, and Maui, as well as in Hilo and Kona on the Island of

Hawaii. First Insurance is jointly owned by CNA Financial Corporation and Tokio Marine & Nichido Fire Insurance Company Ltd.

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