



NEWS RELEASE

FOR IMMEDIATE RELEASE

Monday, July 20, 2009

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FIRST INSURANCE COMPANY LAUNCHES “BUSINESS AUTO PLUS” PLAN *PROVIDES ENHANCED COVERAGES IMPORTANT to BUSINESSES*

HONOLULU – First Insurance Company of Hawaii unveiled a new supplemental auto insurance plan for businesses that bundles 17 separate items specifically designed to meet the insurance needs of Hawaii’s businesses. The new endorsement, called “Business Auto Plus,” includes coverage enhancements that extends coverage to more employees than a standard plan normally would; extends coverage to include physical damage to autos hired, rented or borrowed by a company; and includes coverage for accidental discharge of an airbag, among other coverages.

“This plan helps businesses add more certainty to their budgeting process by covering items that could be costly if purchased separately,” said Calvin Hiraoka, Senior Vice President and Chief Underwriting Officer for First Insurance. “Many businesses forgo this type of coverage, and end up having to pay a lot more when an accident happens.”

(more)

The premium charge for the Business Auto Plus endorsement is a flat \$250 per year; the coverage is available to new First Insurance business customers and upon renewal to existing First Insurance commercial auto policy holders.

First Insurance Company of Hawaii, Ltd. is the oldest and largest property and casualty insurer domiciled in Hawaii, with assets totaling more than \$602 million and liabilities of \$404 million at March 31, 2009. 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. First Insurance has also been named to the Ward's 50 list that recognizes the nation's top 50 property and casualty insurance companies. 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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