



NEWS RELEASE

FOR IMMEDIATE RELEASE

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FIRST INSURANCE COMPANY OF HAWAII CUTS AUTO INSURANCE RATES UP TO 30 PERCENT

First Select Portfolio Rates Also Reduced by 30 Percent

HONOLULU – First Insurance Company of Hawaii has lowered its rates for personal auto insurance by as much as 30 percent. The rate decrease also applies to the company's premier First Select Portfolio, which combines homeowners and personal auto insurance. The new lower rates are effective July 1, 2009.

"At First Insurance Company of Hawaii, we are constantly looking for ways to help customers save money, while providing the high-quality claims service they expect," said Tony Abad, the company's personal lines vice president. "It is because of our consistent conservative business approach that we are financially secure, and after a review of our performance we believe we can lower our rates to the benefit of our policyholders in these challenging economic times."

More than 96 percent of First Insurance policyholders have rated the company's claims service as "satisfactory" or "very satisfactory." First Insurance's claims program helps expedite claims and repairs, enabling policyholders to get back on the road quickly after an accident.

(more)

“Because all our decisions are made locally, we are able to write policies that best fit Hawaii’s needs,” said Abad. “As a result, we can give customers the best overall value for their money. There is no better time to take a look at First Insurance by asking your local independent insurance agent whether one of our policies may be right for you. Local agents can provide the best independent analysis of your insurance needs.”

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. 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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