

FOR IMMEDIATE RELEASE:

UK Auto Insurer Locates US Operations in Greater Richmond

RICHMOND, VIRGINIA (March 5, 2009)...The Greater Richmond Partnership, Inc. is pleased to announce Admiral America's decision to locate a direct-to-consumer auto insurer operations center in the Richmond region. The company plans to employ 40-50 people by the end of the third quarter 2009, with projections of 200 jobs by the end of its second year.

Admiral Americas is investing significantly in its start-up, as well as in advertising. It will lease 26,000 square feet of currently vacant space in Henrico County's Innsbrook area. Active recruiting is underway with particular interest in the recently displaced workers in the region.

Admiral Americas is a subsidiary of Admiral Group plc, the United Kingdom's third largest auto insurer. Its customer base targets people who traditionally find it difficult to get cheaper insurance.

Andrew Rose, President and CEO of Admiral Americas, said "Our business model is unique, as is our approach. We operate with frugality so we can pass our savings onto our customers. But creating a fun workplace is just as important." The company has a "push-up for paper" policy: for every piece of paper printed, an employee must do a push up. Admiral Group plc is consistently listed among the top places to work by UK national publications.

"Expanding into the U.S. has been a part of our long range growth plans, the timing is right and Richmond looks like the right location," said **Henry Engelhardt**, CEO of Admiral Group. "Business is good for us during challenging economic times because people are looking for ways to save money. We just need to get on their list of consideration and we'll grow our business." Rose added, "We're eager to become a corporate citizen of the Richmond region and involve the community in growing our business. We have a lot of fresh and exciting ideas."

The Greater Richmond region was selected after a six month competition with cities including Dallas, Chicago and Charlotte. Rose states, "The Richmond region has a great story to tell: cost-effective real estate, quality labor force, and a welcoming business environment." He continued, "Another differentiating factor among the cities was the Greater Richmond Partnership's service. They streamlined the process for us. We're a cost-efficient business and this free consultative service was invaluable to us."

Incentives factored into the decision as well. The Virginia Department of Business Assistance will provide recruitment and training assistance through the Virginia Jobs Investment Program.

Dave Kaechele, chairman of Henrico County Board of Supervisors and the 2008-2009 Greater Richmond Partnership board chair, said "This is great news for our region at a time when it's truly needed. It's our pleasure to welcome another UK corporation to Greater Richmond's growing international business community." The Partnership actively markets the Richmond region globally and has developed key

relationships in the UK over the past 14 years. Kaechele added, “Admiral moved quickly on this deal and we are pleased the Partnership was among the key reasons they chose to locate in Greater Richmond.”

Admiral Americas was provided site-selection and location assistance by the Greater Richmond Partnership, Inc. and Henrico County Economic Development Authority.

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