

For Immediate Release

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George Petersen Insurance Agency chooses Succeed Management Solutions to provide its clients with risk management solutions

Northern California Agency to utilize Succeed Management Solutions, LLC to provide clients with an industry leading web-based risk management center

(Santa Rosa, CA – March 10, 2011) Succeed Management Solutions, LLC, the leader in web-based risk management solutions, today announced that George Petersen Insurance Agency has selected Succeed's Risk Management Center to enhance sales and improve client retention.

"As a client-focused agency, we are constantly looking for ways to help our clients minimize risk and effectively manage their safety needs," says Douglas Dilley, Chief Operations Officer of George Petersen Insurance Agency. "Succeed's Risk Management Center fills that role perfectly. This is a great platform to offer our clients, and we believe that it will be a crucial tool in helping them strengthen and streamline their risk management efforts."

The Risk Management Center is a software platform used to develop and manage risk mitigation programs, and it is unique in the industry. Succeed brands its platform to its partner agencies, helping them deliver customized risk management programs to their clients through a comprehensive library of safety, risk management, and human resource materials. In addition, the platform contains software applications that automate many of the training, record keeping, reporting and data collection tasks required for compliance and for developing and managing successful risk mitigation programs.

"We are extremely pleased to have George Petersen Insurance Agency as a partner. Their passion and focus on providing their clients with cutting-edge resources and exceptional service make them a perfect fit for implementing our risk management platform."

By providing this valuable resource to their clients, agencies are able to differentiate themselves and deepen their client relationships. Agencies also find the platform valuable for winning new business by allowing them to offer additional value beyond what competitors can offer.

About Succeed Management Solutions, LLC

Founded in 1996 as a high-end, turn-around group, Succeed has been serving the Insurance Loss Control and Risk Management market for 14 years by providing Risk Management expertise to numerous organizations.

Today, Succeed offers a comprehensive package of services and software applications needed by all organizations to effectively and proactively develop and manage their risk mitigation programs. For more information, visit www.succeedms.com.

Succeed is an Assurex Global Strategic Partner headquartered in Wilsonville, Oregon.

About George Petersen Insurance Agency

Founded in 1935, George Petersen Insurance Agency specializes in commercial insurance, employee benefits and personal insurance products, with an emphasis on intensive consultation, customized programs and highly personalized service. With its acquisition of NorthWest Insurance Agency last year, the agency has grown to include twelve regional offices, making it one of the largest independently owned agencies in Northern California. For more information about George Petersen Insurance Agency, please visit www.gpins.com.

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