



Freeman & Co. LLC

645 Fifth Avenue
9th Floor
New York, NY 10022
Phone: 212-830-6161
Fax: 212-265-4998

News Release

For Immediate Release

FREEMAN & CO. REPORT ANALYZES EFFECT OF CREDIT CRUNCH ON INSURANCE FIRMS

NEW YORK, January 12, 2009 – Freeman & Co. LLC, a leading independent advisor to the financial services industry, today released its inaugural research report focused on the insurance industry. The report highlights those firms that provide life, property & casualty, reinsurance and insurance brokerage services globally, with a particular emphasis on those areas of the industry that are primed for growth, capital raising initiatives, or consolidation plays. Additionally, the report details M&A and private equity activity among European and North American insurers in 2008 and provides public company comparable data across a diverse group of insurers.

Trends identified and discussed included:

- Outperformance of P&C and reinsurance relative to life and health during what can only be described as an 'epic' year in 2008
- Scarcity of capital will have an increasing impact on rates and investment decisions and is likely to result in an uptick in sector consolidation
- Potential for asset management divestment throughout the insurance segment as strategic focus is the guiding light of 2009
- Exceptional value opportunities in areas of the insurance industry directly linked to investment banking and capital markets capacity e.g. life settlements and reverse mortgages
- Significant potential for an increase in private equity activity in the insurance segment following reduced activity in 2008

"Watching the insurance segment react to the unfolding of the credit crisis during 2008 has been at times heart stopping and always fascinating. 2009 is set to be another year of fundamental change with opportunities and threats in equal measure. The potential for creation and destruction of value remains significant," says James Hatchley, Managing Director & COO Europe of Freeman & Co

"Until the capital markets come back on stream niche segments of the market will continue to operate dysfunctional. We see a shake out of weaker participants which will lead to a real opportunity for informed buyers with capital," says Eric Solash, Director of Freeman & Co. in New York

About Freeman & Co. LLC

Founded in 1991, Freeman & Co. LLC is an M&A advisory and strategic consulting firm focused exclusively on the financial services industry with offices in New York and London. The company's advisory services include mergers and acquisitions advice, capital raising, underwriting, fairness opinions, restructuring advice and private company valuations. Strategic consulting assignments are customized to client needs and have covered a wide array of projects. Additionally, Freeman & Co. developed a proprietary algorithm and methodology for benchmarking the competitive position of capital markets businesses, which has become the industry standard used by major investment banks. For more information, visit www.freeman-co.com.

For a full copy of the report or further information please contact:

James Hatchley, ACA
Managing Director & COO Europe
Freeman & Co. LLC
+ 44 (0) 207 743 6535
jhatchley@freeman-co.com

Eric Solash
Director
Freeman & Co. LLC
+1 212 830 6167
esolash@freeman-co.com

Howard Lee
HeadLand Consultancy
+44 (0) 207 367 5225
hlee@headlandconsultancy.co.uk

Dudley White
HeadLand Consultancy
+44 (0) 207 367 5226
dwhite@headlandconsultancy.co.uk