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**AMICA TO CUSTOMERS: WE'RE ALWAYS THERE**

***Cronin and Company, LLC. Launches Television Campaign for Amica Insurance***

**GLASTONBURY, CONN./June 19, 2008** – It’s not how you’re covered. It’s how you’re treated. That’s the message Amica Mutual Insurance Company, the nation’s oldest mutual insurer of automobiles, is sending in its new advertising campaign targeting those who value superior service over price. Developed by Cronin and Company, LLC., a full-service marketing communications agency, the campaign includes a 60-second television spot and 30- and 60-second radio spots.

“The television spot is called “Touch Points” because it shows where and when Amica’s special brand of customer service is most evident: from the first call, when Amica takes the time to help customers choose the right coverage, to the time of reporting an accident, when Amica’s warm and personal touch is especially appreciated,” said Steve Wolfberg, partner/president and chief creative officer at Cronin. “Amica is always there for its customers, and we’ve created a memorable and compelling TV spot to reinforce that.”

“Touch Points,” the direct-response 60-second television commercial (along with its 30- and 60- second radio versions) follows three people’s one-on-one conversations. From a young man calling to get insurance on a new car, to a woman whose car has been damaged in an accident, to a man talking about changing insurance companies to save money, the commercial demonstrates how, regardless of where in the insurance process you are, Amica understands and

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is there for you. The spot concludes with a voiceover and customer montage, “Call Amica Today. Because it’s ... not just how you’re... covered, it’s how... you’re treated.”

“At Amica, going above and beyond to understand our customers needs and help them understand their options is standard practice,” said Craig Phelps, senior assistant vice president in Corporate Communications at Amica. “The television spots reflect our dedication to be there every step of the way for our customers.”

Amica has been awarded the J.D. Power and Associates’ award for Highest Overall Customer Service Among National Auto Insurers for the last eight years.

The campaign will launch on June 23 in 10 states: Arizona, Colorado, Connecticut, Georgia, Massachusetts, North Carolina, Nevada, Rhode Island, Texas and Washington.

Amica Mutual Insurance Company, the nation’s oldest mutual insurer of automobiles, was founded in 1907. The company, with corporate headquarters in Lincoln, Rhode Island, is a national writer of automobile, homeowners, marine, and personal excess liability insurance. Life coverage is available through Amica Life Insurance Company, a wholly owned subsidiary. Amica employs more than 3,000 people in 39 offices across the country.

Founded in 1947, Cronin and Company, LLC. is a full-service marketing communications agency with more than \$70 million in capitalized billings. The agency’s integrated marketing communications capabilities include advertising, public relations, direct marketing, interactive, strategic planning, media, print and broadcast production, and market research. Cronin is a member of the American Association of Advertising Agencies and the Direct Marketing Association. Learn more about Cronin and Company online at [www.cronin-co.com](http://www.cronin-co.com).

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