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NEW TELEVISION CAMPAIGN FOR AMICA “FEELS” DIFFERENT FROM THE REST

Media Campaign Launches this Month

GLASTONBURY, CONN./January 10, 2011 – Amica Mutual Insurance Company is targeting customers’ hearts with the launch of an engaging brand campaign focused on what it feels like to be an Amica customer. The new campaign developed by Cronin and Company launches January 17 with two 30-second and two 15-second television spots.

“We’ve captured the Amica spirit and brand in a fresh, energetic and highly watchable way,” says Steve Wolfberg, partner/president and chief creative officer at Cronin. “Our brand campaign goes straight to the heart. It’s who Amica is.”

In the “FEELINGS” spots, we watch people having a great time in and around their cars, enjoying the familiar and unexpected moments that life has to offer. With charming images, original music and a distinctive graphic look, these feel-good spots capture the Amica spirit and brand. The message: “When you know your auto insurance really has you covered, and you’re insured by the company that’s built a reputation for outstanding customer service, you can enjoy life that much more.” The campaign is scheduled to be released in eight states including Arizona, Colorado, Connecticut, Massachusetts, North Carolina, Rhode Island, Texas and Washington.

“We have a warm and personal connection with our customers,” says Craig Phelps, senior assistant vice president in Corporate Communications at Amica. “Many of our policyholders have been with us for years, and they cherish the relationship we have with them, and their parents, and their

grandparents..... These spots reaffirm the Amica story and the uncommon bond we share with our customers.”

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

Amica Mutual Insurance Company, the nation's oldest mutual insurer of automobiles, was founded in 1907. The company, with corporate headquarters in Lincoln, RI, is a national writer of automobile, homeowners, marine and personal umbrella liability insurance. Life coverage is available through Amica Life Insurance Company, a wholly owned subsidiary. Amica employs more than 3,200 people in 40 offices across the country.

Founded in 1947, Cronin and Company, LLC is a full-service marketing communications agency with over \$70 million in capitalized billings. The agency’s integrated marketing communications capabilities include: advertising, interactive, public relations, social media, strategic planning, media and analytics, print and broadcast production, database/direct marketing and research. Cronin is a member of the American Association of Advertising Agencies, Public Relations Society of America, Direct Marketing Association and is a Google Adwords Certified company. Additional information about Cronin is available online at www.cronin-co.com.

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