



News Release
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United Heartland Charges Past \$200M in Premium in 2008 *American TV & Appliance helps company reach milestone*

Feb. 11, 2009 (New Berlin, Wis.)—National workers compensation insurer United Heartland announced today that it finished 2008 with \$205.3 million in direct written premium. Fifteen-year client American TV & Appliance put the company over the \$200 million mark.

“We’re extremely excited about reaching this important milestone for our company,” says President Emil Pfenninger. “It’s made even more special because we crossed the threshold with our longtime partner American TV.”

While United Heartland has grown its premium 25 percent since 2006 when it wrote \$164 million, the company has done so profitably. United Heartland consistently posts lower combined ratios than industry averages, with a 2008 combined ratio of 91.18 percent versus the workers comp industry average of 103 percent (A.M. Best estimate).

“That’s really the story of our success,” says Pfenninger. “We work closely with clients to help them keep their workers safe and their losses down. When you do that consistently — like we have with American TV and lots of others — word spreads and you can grow your business profitably.”

American TV & Appliance is a retailer of furniture, consumer electronics and appliances headquartered in Madison, Wis. It has 15 total stores in Wisconsin, Illinois, Iowa, Missouri and Michigan. With more than 2,000 employees, the company generates approximately \$450 million in sales annually. American TV purchases United Heartland’s coverage through Johnson Insurance Services LLC, an independent insurance agency in Madison, which is part of Johnson Financial Group, the \$5.7 billion financial services company.

In January, United Heartland announced that its success will allow it to grow its work force, continue its national expansion and build a new 56,000-square-foot facility as its national headquarters in the Milwaukee suburb of New Berlin.

Headquartered in New Berlin, Wis., United Heartland actively markets in Wisconsin, Illinois, Iowa, Indiana, Kansas, Minnesota, Missouri, Nebraska, North Carolina, South Carolina, Tennessee and Virginia, and insures workers compensation clients across the country. Established in 1990, United Heartland applies proven managed care techniques to workers compensation and offers many programs and services, including a drug-free workplace program, medical cost management and loss control services. United Heartland's business is underwritten by United Wisconsin Insurance Company, a wholly-owned subsidiary of Accident Fund Insurance Company of America and is rated “A” (Excellent) by A.M. Best. For more information, visit United Heartland’s Web site at www.unitedheartland.biz.

