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Philadelphia Insurance Companies Renews Sponsorship with Ironman

Bala Cynwyd, PA, January 4, 2010, Philadelphia Insurance Companies (PHLY) announced the renewal of its two-year sponsorship agreement with Ironman as a sponsor and the official commercial insurer of thirteen Ironman events in the United States for 2010 and 2011.

In renewing their sponsorship, Philadelphia Insurance Companies will continue sending members of **TEAMPHLY** to race in Ironman events in addition to receiving promotional opportunities through 2011. "We are thrilled to renew our partnership with Ironman," said Jamie Maguire, President and CEO. "We pride ourselves on executing the same discipline, focus and hard work essential to training for an endurance event as we do our everyday business."

Philadelphia Insurance Companies will remain the official commercial insurance sponsor for Ironman 70.3 California, Ironman 70.3 Florida, Ironman 70.3 Eagleman, Ironman 70.3 Timberman, Ironman 70.3 Austin, Ironman 70.3 Boulder, Foster Grant Ironman World Championship 70.3, Ford Ironman Coeur d'Alene, Ford Ironman Lake Placid, Ford Ironman Wisconsin, Ford Ironman World Championship, Ford Ironman Florida and Ford Ironman Arizona.

Bill Potts, Vice President of Marketing & Business Development said, "We love the passion and commitment Philadelphia Insurance Companies has not only for Ironman, but for a corporate culture of living a healthy and active lifestyle. We are thrilled to not only have them back but to expand their Ironman sponsorship efforts."

Philadelphia Insurance Companies, a member of the Tokio Marine Group, designs, markets, and underwrites commercial property/casualty and professional liability insurance products incorporating value added coverages and services for select industries. In operation since 1962, the Company, whose commercial lines insurance subsidiaries are rated A+ (Superior) by A.M. Best Company and AA- for counterparty credit and financial strength by Standard & Poor's, is nationally recognized as a member of Ward's Top 50 and National Underwriter's Top 100. The organization has 50 offices strategically located across the United States to provide superior service.

World Triathlon Corporation, owner and organizer of Ironman and Ironman 70.3 branded-events, is a Florida-based company recognized for athletic excellence, performance and quality products. With the addition of the Ironman 70.3 Series, Ironman now has more than 60 qualifying events worldwide. Supported by partners that include Ford Motor Company, PowerBar, Timex and Gatorade, Ironman is the No.1 user-based sports brand in the world. Ironman has been a respected name in triathlon since its inception in 1978 and is regarded as the world's most challenging endurance event. Millions may remember moments in Ironman history such as Julie Moss' crawl to the finish line in 1982, which was showcased on *ABC's Wide World of Sports*. Each year, more than 150,000 athletes compete for slots in the Ford Ironman World Championship held every October in Kailua-Kona, Hawaii, and the Foster Grant Ironman World Championship 70.3 held every November in Clearwater, Fla. The Ironman brand has



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been featured in a range of media outlets to include *NBC*, *CNN Headline News*, *Forbes*, *The Wall Street Journal*, *People*, *Sports Illustrated*, *The New York Times* and *USA Today*.

To locate the office nearest you or for more information, visit us on the web at www.phly.com. For more information on the Ironman Triathlon, visit www.ironman.com.

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