



For Immediate Release

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***SERVICE INSURANCE GROUP INC. OF TEXAS
INTRODUCES A NEW NAME AND STRATEGY***

College Station, TX - Capitalizing on an average growth rate of just over 50.8% in sales in each year of its existence since 2000, the Texas-based Service Insurance Group Inc. has committed itself to an aggressive plan of doubling its sales volume every 5 years. Part of this plan is a new name, a new look, and a new path for how each of its independent agents can better insure its clients.

Now known as SIG Insurance Services LLC, or SIG for short, the company chose a new name and look that was easy to remember, fresh, and helped to create "flash value" in prospects' minds. As pricing pressures and consumer knowledge increases, SIG is staying a step ahead by implementing various systems and strategies within the organization to increase its market penetration across the state. By the end of 2005, SIG Insurance Services will have over 25 authorized independent agent locations across the state of Texas procuring an estimated \$30 million in sales.

Now that SIG has begun to build a strong, dependable name for itself as an independent agency, it is important that access to a diversity of markets, products, programs and resources with which the independent agent depends is always improving. The heart of SIG is located in each and every agent and associate that works with the organization. The adopted slogan, "Growing Relationships" is based on the philosophy of developing strong, long-term, win-win relationships with every client, agent, and insurance market that is associated with SIG Insurance Services LLC.

SIG Insurance Services LLC, via all authorized independent agents, offers a full range of personal and business lines of insurance to meets the needs of more and more people everyday.

Having launched a new name, a new image, a new web site (www.sig4you.com) and a new marketing strategy, SIG Insurance Services is committed to serving its clients, prospects, agents, and insurance markets with innovative professionalism and uncompromised expertise.