

Security First Earns Financial Stability Rating® of A, Exceptional, from Demotech, Inc.

Ormond Beach, Florida (May 26, 2009)—Last week, Security First Insurance Company presented their 2008 financial results and 2009 reinsurance plan to Demotech, Inc., a leading provider of financial analysis and actuarial services. After reviewing the company's financial statements and reinsurance program, Demotech has assigned Security First a 2009 Financial Stability Rating® (FSR) of A, Exceptional.

“We have the financial strength and stability Floridians need and deserve.”

According to Demotech, “regardless of the severity of a general economic downturn or deterioration in the insurance cycle, insurers earning a Financial Stability Rating® of A possess Exceptional financial stability related to maintaining positive surplus as regards policyholders.”

Security First maintained their FSR of A in part due to the company's comprehensive reinsurance program and proven track record.

“We're committed to conservative financial management ensuring our ability to pay claims and come through on our promise to policyholders,” said Security First President Locke Burt.

“When big carriers are leaving Florida, we're proving that we're here to stay,” said Burt. “We have the financial strength and stability Floridians need and deserve.”

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About Security First Insurance Company

Security First Insurance Company has been assigned a Financial Stability Rating® (FSR) of A, Exceptional, from Demotech, Inc. Security First, a Florida-based company, provides homeowner and dwelling fire insurance to more than 60,000 customers located throughout Florida and has one of the most comprehensive reinsurance programs in the state.