

Security First Offers Replacement Coverage Program to Coral Insurance Policyholders

Ormond Beach, Florida (March 31, 2009)— Security First Insurance Company announced its Replacement Insurance Coverage Program for Coral Insurance policyholders Tuesday. The company has signed a Renewal Rights Agreement with Coral Insurance Company to provide an offer of coverage to Coral's customers with homes valued at \$1,000,000 or less.

"We want to make sure Florida insurance agents are able to easily assist these policyholders, and provide the best service possible."

The program will provide pre-approved homeowner and condo policies to Coral customers who want to replace their current coverage with a full-coverage (windstorm included) policy.

Security First has streamlined system procedures to assist Insurance Agents with transferring these policies to Security First. This program is available for all insurance agents and Coral policyholders throughout the state.

"We want to make sure Florida insurance agents are able to easily assist these policyholders, and provide the best service possible," said Security First President Locke Burt.

Security First Insurance Company has also created a Web page to assist Coral customers and to answer common questions and provide updated information the status of their policy and Coral Insurance Company.

To find out more about this program, please visit www.SecurityFirstFlorida.com/Coral.

"We have the capacity and financial stability to handle the Coral business," Burt said. "We are doing this to assist Coral customers and to maintain a stable Florida homeowners insurance market."

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About Security First Insurance Company

Security First Insurance Company has an "A" (exceptional) financial stability rating from the national financial rating service Demotech, Inc. The Florida-based company provides homeowner and dwelling fire insurance to more than 56,000 customers located throughout Florida and has one of the most comprehensive reinsurance programs in the state, partnering only with A.M Best "A" rated reinsurers.