



Press Release

For Immediate Release December 2017

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Federated Insurance appoints new President

Federated Insurance Companies' Chairman and Chief Executive Officer Jeff Fetters announced Wednesday the appointment of Michael G. Kerr to the role of President of the Companies effective December 1, 2017. Kerr will add these responsibilities to his current role as Chief Operating Officer.

As President, Kerr will assume greater responsibility and authority for the operational functions that drive the Companies' financial results. He will continue to be a member of Federated's Operations Team and will work directly with Life Company operations; Property and Casualty Underwriting, Claims, Field Services, Marketing, and Marketing Services and Support; Special Accounts; and Granite Re, Inc.

"Positioning the organization with the next generation of leadership is one of my most critical duties," said Fetters, who had held the role of president until this appointment. "Mike Kerr, whom I have known and worked with for over 35 years, is exceptionally qualified for these new responsibilities and is supported by an outstanding executive leadership group."

A native of Michigan and a graduate of Central Michigan University, Kerr has served in a number of key roles over his 36-year career. His career began as a Marketing Development Trainee in 1981 and then to a Marketing Representative position in Michigan in December of 1982. In April 1986, he was named District Marketing Manager in Southern Indiana, followed by his promotion to Regional Marketing Manager for the Great Lakes Region headquartered in Indianapolis, Indiana, in June of 1993. In April 1998, Kerr was appointed Vice President and Director of Association Risk Management Services and moved his family to Owatonna.

Kerr was then appointed First Vice President and took on the responsibilities of Director of Field Operations – Marketing. He has held several major leadership roles in the Home Office including chairing the Commercial Health Team and the Commercial Lines Team. He also held executive leadership responsibilities for Marketing, Advertising, Human Resources, Property and Casualty Services, and Office and Physical Services.

In April 2010, Mike was appointed Senior Vice President with the title of Director of Insurance Operations. In November 2013, he was appointed Executive Vice President. He has played a major role on Federated's Operations Team with chair responsibilities for three years. On September 1, 2016, Mike was named Chief Operating Officer.

"Mike lives and breathes integrity," Fetters added, "and adheres to the core principles and values upon which our Company has been built. His role as President will be highly focused on continuing the successful implementation of our Business Plan and Operational Initiatives to assure profitable company results."

Founded in 1904, Federated Insurance is a national insurance and risk management organization that serves the property, casualty and life insurance needs of clients in select industries. The organization has more than 500 recommendations from state, regional, and national associations and buying groups and is rated A+ (Superior) by industry analyst A.M. Best® Company.

News Release

For Immediate Release: July 2017

Contact: Chris Wall

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Federated Insurance Names Lower Director of Marketing

Federated Insurance has named Nick Lower as Director of Marketing. As Director of Marketing, Lower will be responsible for all field marketing across the country and will be a member of Federated's Operations Team.

Lower brings vast experience to his new role. He joined Federated Insurance in 1999 as a marketing representative in Ohio. Following success in Ohio, he has served as District Marketing Manager, Regional Marketing Manager and most recently as Director of Field Operations – Marketing in which he helped oversee a substantial portion of the marketing efforts for Federated.

In 2015, Lower was appointed a Vice President – in his newly appointed role, he will be a First Vice President.

“Nick has a successful track record in every role he has held throughout his career,” Federated Insurance Executive Vice President and COO Mike Kerr stated. “His positive attitude, integrity, and vision, combined with a deep belief in and passion for our mission of helping our clients and association partners be successful will be important to our organization and our association relationships heading into the future.”

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