



FOR IMMEDIATE RELEASE
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Partners Insurance Group, LLC completes agency re-branding for its seven locations

SWANSEA, MA...Partners Insurance Group, LLC, one of the region's leading independent insurance agencies with seven locations in Southeastern MA and RI, today announced the completion of its agency rebranding.

Lawrence T. Wilson, Jr., President and CEO of Partners Insurance Group, LLC, said that as a result of the re-branding, each individual agency that comprises the Partners Insurance Group will now conduct business under the "Partners Insurance Group" brand, rather than continuing to retain their individual identities. The company was built with the affiliation of agencies including Citizens Union Insurance Agency in Fall River, Mizher Insurance in Swansea, Patenaude Insurance in Somerset, Alberto Insurance in Fall River, J.M. Doherty Insurance in New Bedford and Fairhaven, and Tiverton Insurance in Tiverton, Rhode Island.

Wilson said that, as the agency continued to grow, it made more sense for the individual agencies to unite under one common brand. "We have been heading in that direction for some time," Wilson said, adding, "We believe at this point that the Partners name has strong brand recognition and awareness in the region and it will be better for us, and the customers that we serve, to operate under one common name. Customers are able to conduct business at any of our seven locations at their convenience."

As part of the re-branding, Partners Insurance Group LLC has launched a new website, www.partnersstrength.com, and has adopted the tagline "Stronger Together." Wilson emphasized that the management and staff of each individual office will remain the same, and that there has been no change in ownership. "This is not a merger or an acquisition," he said, adding, "It is simply adopting a more cohesive brand for our agency." Customers at each location will notice new signage, and people who travel throughout the region will see billboards which advertise the new brand and name. The agency is also promoting the rebranding through a series of direct mail flyers and radio advertisements.

About Partners Insurance Group

Partners Insurance Group, LLC is one of the area's leading insurance agencies with seven offices in the South Coast Region: Fall River, Swansea, Somerset, New Bedford, Fairhaven and Tiverton, Rhode Island. Each office provides the expertise, convenience and personal service to access multiple insurance providers. Partners Insurance Group, LLC provides its clients with a broad range of expertise and the strength of a team that focuses solely on your insurance needs and delivers solutions with a smile. For

additional information, please visit www.partnersstrength.com. Partners Insurance Group, LLC is an affiliate of BayCoast Bank.