

For Immediate Release

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Pinnacol Assurance Honors Twenty-Nine Policyholders

Excellent Risk Management Records Lead to Recognition

DENVER, November 11, 2008—Pinnacol Assurance, Colorado’s leading workers’ compensation insurer, announced today that 29 organizations from across Colorado have received the company’s first annual Circle of Safety award. Pinnacol created this award to recognize policyholders that have demonstrated exceptional performance in four areas of risk management—safety, claims management, loss control, and financial management. The award’s name acknowledges the fact that improved risk management is the result of a circle of many people working together—including top management, frontline employees as well as Pinnacol employees and the policyholders’ insurance agents.

“These organizations represent diverse industries and geographic locations,” said Ken Ross, Pinnacol president and CEO. “But the common denominator among all the honorees is their long-term commitment to each area of risk management. Pinnacol is proud to recognize their efforts with this award.”

Ross noted that over the last two years, Pinnacol has seen a 4.1 percent decline in claim frequency. “Our award winners understand that a safe business is a profitable business,” he said. “The practices they have implemented are certainly contributing to these declines.”

Pinnacol policyholders were eligible to receive the Circle of Safety Award if they met the following criteria:

- Policyholder for at least four consecutive years
- A loss ratio of 25 percent or less
- 80 percent of all claims reported within 48 hours
- Designated medical providers
- Two or fewer notices of cancellation
- No non-compliant audits
- Have obtained Cost Containment Certification
- Have an approved return-to-work program

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Debi Dade, director of Microbial Research in Fort Collins noted, “We take great pride in providing a consistently safe environment for employees and clients. Safe productive employees are the company’s greatest assets and we strive to protect and provide for them.”

Circle of Safety 2008 Award Winners

Alpha Center, Fort Collins
Alpine Physical Therapy & Wellness Center, PC, Fraser
Arap's Old Gun Shop, Englewood
Bassett and Associates, Inc., Centennial
Butcher Block Café, Denver
Champion Auto Carriers, Inc., Henderson
Colling Insurance Services, Inc., Lakewood
Cunningham Fire Protection District, Denver
D&B Engineering Contractors, Wheat Ridge
Double R Excavating, Sedalia
Dyer Construction Company, Parker
Gandhi Home Health Care, Aurora
Gregory Electric, Loveland
Lathram Construction Corporation, Aurora
MechOne, Inc., Colorado Springs
Microbial Research, Inc., Fort Collins
Mt. Garfield Federal Credit Union, Grand Junction
New Century Software, Inc., Fort Collins
Peyton Fire Protection District, Peyton
Premier Fire Protection, Loveland
Rich & Cartmill Insurance of Colorado, LLC, Greeley
RK Mechanical Inc., Denver
S2M Construction Co. Inc., Glenwood Springs
Save Our Youth, Denver
Scudder Press, Northglenn
Sturman Industries, Woodland Park
Thor Construction, Inc., Steamboat Springs
Twin Lakes Landscape Management, Inc., Henderson
White Construction Group, Castle Rock

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About Pinnacol Assurance

Pinnacol Assurance is Colorado's leading provider of workers' compensation insurance. Through its affiliated agents, Pinnacol provides comprehensive, competitively priced coverage; immediate attention to claims; a highly qualified network of medical providers; and proactive safety programs to approximately 60,000 Colorado businesses. Over the past four years, Pinnacol has returned \$227 million in general dividends to its policyholders statewide – a mark of the company's stability and strong financial health.

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