

For Immediate Release

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Pinnacol Assurance Named “*Top Company*” by Big Brothers

Big Sisters of Colorado

No. 1 Ranking Highlights Commitment to BBBS Mission

DENVER, April 30, 2009– Pinnacol Assurance, Colorado’s leading provider of workers’ compensation insurance, has been recognized by Big Brothers Big Sisters of Colorado (BBBS) with their annual Top Company Award. The award is given each year to the organization whose support and leadership of Big Brothers Big Sisters is deemed extraordinary.

“At Pinnacol, we understand that the children in the Big Brothers Big Sisters program need positive role models in their lives to help them achieve success,” said Ken Ross, president and CEO of Pinnacol Assurance. “ We are proud to serve as mentors and role models and to help contribute to a brighter future for the program’s participants.”

In 2008, Pinnacol employees volunteered 534 hours to support BBBS programs. The hours are available through the company’s *Pinnacol in Action (PiA)* volunteer program, which provides ongoing opportunities for employees to donate their time to helping the communities in which they work and live. Each year employees receive 12 hours of paid time off to volunteer with one of Pinnacol’s seven *PiA* partners or with the organization of their choice. The company launched *PiA* in 2003 and BBBS was one of the original partners.

At BBBS, Pinnacol employees give their time through school-based mentoring and a program called Golf Buddies, which Pinnacol spearheaded. In addition, Ross serves as the vice chair of the BBBS board of directors.

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For Immediate Release

Pinnacol Receives Top Company Award from Big Brothers Big Sisters of Colorado
Page 2

Dave DeForest-Stalls, president/CEO of Big Brothers Big Sisters of Colorado, said, “We are immensely appreciative of Pinnacol’s support. I really admire that, as an organization, they support, encourage and champion giving back to our community. Pinnacol serves as a philanthropic role model for other local and national organizations.”

Ross also noted, “Supporting programs such as Big Brothers Big Sisters is part of the fabric of Pinnacol’s culture. Just as we work to serve our policyholders and injured workers with the highest level of attention and excellence, we apply that same level of commitment to serving our community.”

About Pinnacol Assurance

For more than 90 years, Pinnacol Assurance has been Colorado’s assured and trusted source of workers’ compensation insurance for Colorado employers. Pinnacol provides comprehensive, competitively priced coverage; immediate attention to claims; a highly qualified network of medical providers; and proactive safety programs to approximately 57,000 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 stable and strong financial health.

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