



Pinnacol's Interactive Annual Report Improves Accessibility

DENVER, July 6, 2010 – While most corporations are known for providing paper copies of their annual report and highlighting the typical information such as the board of directors, executive team, statistics and financials, some companies are deciding to take annual reports online to provide more information with interactive and downloadable features. Businesses taking this approach are saving resources, money and improving accessibility. A Colorado company taking the green lead is Pinnacol Assurance, the state's leading workers' compensation insurance provider.

Pinnacol's 2009 Annual Report launched online this week to make it easier for their stakeholders to access the report. Some of the features included in the online report allow users to download the full report or sections of the report, as well as allow users to view videos featuring injured workers.

"This is not your typical annual report," says Ken Ross, Pinnacol president and CEO. "Through the videos you can hear directly from individuals whose lives were changed by a workplace accident. This is a new way of sharing the stories and the emotional impact of workplace injuries that wasn't possible through a printed report. Many people might think of workers' comp as only a legal and business requirement. However, at Pinnacol, we see it as a daily opportunity to make a difference in people's lives."

The online report features three compelling stories about injured workers in Colorado, including a firefighter who was rendered a quadriplegic, a widow struggling to raise three teenagers following their father's untimely death and a construction supervisor whose working years were cut short. The videos describe how these accidents changed their lives, and how Pinnacol employees helped support the workers and their families.

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Pinnacol provides coverage to more than 55,000 Colorado businesses, and managed more than 40,000 claims in 2009. This is the second year Pinnacol has released their annual report online. To access it, visit www.pinnacol.com/acom_docs/annual_report2009/.

About Pinnacol Assurance

Pinnacol Assurance provides comprehensive, competitively priced workers' compensation insurance; immediate attention to claims; a highly qualified network of medical providers; and proactive safety programs to approximately 55,000 Colorado businesses. Over the past six years, Pinnacol has returned nearly \$394 million in general dividends to its policyholders statewide and over the past five years has reduced rates by over 50 percent — a mark of the company's stable and strong financial health. For more information, visit www.pinnacol.com.

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