

For Immediate Release

Contact: Suzi Stolte
AVP, communications and public relations
303.361.4777 (office), 303.406.3795 (mobile)
suzi.stolte@pinnacol.com

Pinnacol Assurance Recognized by AARP as a National Top Employer

DENVER, September 9, 2009 – For the fifth consecutive year, Pinnacol Assurance, Colorado’s leading workers’ compensation insurer, has been recognized nationally as one of America’s “Best Employers for Workers Over 50.” Pinnacol placed 15th on the list of 50 companies nationwide and is the only Colorado company to receive the distinction.

“We are honored that AARP has once again recognized Pinnacol for the work environment we have created for our mature employees,” said Ken Ross, president and CEO of Pinnacol Assurance. “We strive to create the very best working environment at Pinnacol — one that is based on dignity and mutual respect. These values not only to apply to our employees, but also reflect how we treat our policyholders, injured workers and their families.”

AARP, the nation’s largest non-profit membership organization for people age 50 and over, recognized Pinnacol as an employer that offers progressive workplace policies and benefits to meet the needs of an increasingly older workforce. Pinnacol — along with the other recipients of this distinction — has demonstrated exemplary practices with regard to recruitment, retention and promotion of older workers.

A generous paid-time-off bank, flexible scheduling options — including compressed workweeks and telecommuting — and a variety of on-site training and certification programs are among the benefits that appeal to Pinnacol’s mature employees. Additionally, the company matches a portion of employees’ contributions to its 401(k) plan, allowing older workers to accelerate their retirement savings. Pinnacol pays

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the major portion of medical, dental and vision insurance premiums for eligible employees and contributes a portion of the premium cost for dependent coverage as well.

“Mature workers bring vital experience and knowledge to our workforce. This demographic makes up more than 25 percent of our staff and their average tenure is nine years,” said Carole Sumption, Pinnacol’s vice president of human resources and corporate services. “In 2008, 16 percent of our new employees were 50 or older. Pinnacol is committed to creating an environment that attracts and retains those who want to remain in the labor force longer.”

About Pinnacol Assurance

Pinnacol Assurance is Colorado’s leading provider of workers’ compensation insurance. Pinnacol provides comprehensive, competitively priced coverage; immediate attention to claims; a highly qualified network of medical providers; and proactive safety programs to approximately 58,000 Colorado businesses. Over the past five years, Pinnacol has returned \$347 million in general dividends to its policyholders statewide—a mark of the company’s stable and strong financial health.

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