

H.K. DENT SOCIETY

Congratulations on achieving membership in Safeco's new H. K. Dent Society.

Hawthorne K. Dent founded the General Insurance Company of America in 1923. In 1953 Safeco was created from the General to provide more aggressive solutions for independent agents in an increasingly competitive insurance market.

Today, nearly 90 years later, Safeco is focused 100% on independent agents. Our commitment to you remains strong. And your commitment to Safeco has earned you and your agency this distinct honor.

You are part of an exclusive group. In 2010 fewer than 8% of agents will qualify for this distinction.

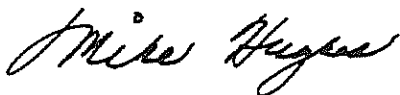
It is the purpose of this society to recognize and reward excellence among independent agents. Excellence as defined and demonstrated by superior underwriting (profit), effective business acumen (growth) and unstinting loyalty (size and tenure).

More details will be forthcoming from your Territory Manager and Regional General Manager, but here are just a few of the areas in which H. K. Dent Society members will receive special benefits:

- Compensation
- Agent Capabilities
- Marketing
- Online Strategy

Thank you for your commitment and for your results. I look forward to an enhanced association with you and your agency through your membership in Safeco's H. K. Dent Society.

Regards,



Mike Hughes
President, Safeco Insurance

Safeco Insurance™

Member of Liberty Mutual Group