



## **Brown & Brown, Inc. Announces the Asset Acquisition of Entertainment & Sports Insurance Experts, Inc.**

March 18, 2003

DAYTONA BEACH, Fla., and TAMPA, Fla., Mar 18, 2003 /PRNewswire-FirstCall via COMTEX/ -- Jim W. Henderson, President and Chief Operating Officer of Brown & Brown, Inc. (NYSE: BRO), and Mike A. Price, President of Entertainment & Sports Insurance Experts, Inc. of Atlanta, Georgia, today announced the asset acquisition of Entertainment & Sports Insurance Experts, Inc. by Brown & Brown, Inc. The transaction was consummated March 17, 2003 but is effective January 1, 2003.

Entertainment & Sports Insurance Experts, Inc. (ESIX), with annualized revenues of approximately \$1.25 million, is a commercial property and casualty insurance agency that specializes in providing insurance products and services to individuals and businesses in the professional and amateur sports and entertainment industries. Mike Price, as Manager, along with Kelly Price and their staff will continue to operate under the ESIX name as a stand-alone business unit within Brown & Brown's existing Atlanta profit center.

Mr. Henderson noted, "Mike, Kelly, and the ESIX team fill a unique niche within the insurance industry. We are extremely pleased to have them join our family of insurance professionals. Their addition opens new doors of opportunity and enhances our product and service capabilities."

Brown & Brown, Inc. and its subsidiaries provide a broad range of insurance and reinsurance products and services, as well as risk management, employee benefit administration, and managed health care services through offices located across the United States. The company is ranked by Business Insurance magazine as the nation's sixth largest independent insurance intermediary organization. Our Web address is [www.bbinsurance.com](http://www.bbinsurance.com).

This press release may contain certain statements relating to future results which are forward-looking statements. These statements are not historical facts, but instead represent only the Company's belief regarding future events, many of which, by their nature, are inherently uncertain and outside of the Company's control. It is possible that the Company's actual results and financial condition may differ, possibly materially, from the anticipated results and financial condition indicated in these forward-looking statements. Further information concerning the Company and its business, including factors that potentially could materially affect the Company's financial results, are contained in the Company's filings with the Securities and Exchange Commission. Some factors include: general economic conditions around the country; downward commercial property and casualty premium pressures; the competitive environment; the integration of the Company's operations with those of businesses or assets the Company has acquired or may acquire in the future and the failure to realize the expected benefits of such integration; and the potential occurrence of a disaster that affects certain areas of the States of Arizona, California, Florida and/or New York, where significant portions of the Company's business are concentrated. All forward-looking statements included in this press release are made only as of the date of this press release, and we do not undertake any obligation to publicly update or correct any forward-looking statements to reflect events or circumstances that subsequently occur or of which we hereafter become aware.

SOURCE Brown & Brown, Inc.

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