



Brown & Brown
INSURANCE.

Brown & Brown, Inc. Announces the Asset Acquisition of Alliance Insurance Services

August 1, 2005

DAYTONA BEACH, Fla. and TAMPA, Fla., Aug 01, 2005 /PRNewswire-FirstCall via COMTEX/ -- Kenneth D. Kirk, Regional Executive Vice President of Brown & Brown, Inc. (NYSE: BRO), and William A. "Bill" White, President of AAI, Inc. d/b/a Alliance Insurance Services, of Canoga Park, California, today announced the asset acquisition of Alliance Insurance Services by Brown & Brown, Inc.

Alliance Insurance Services, with annualized revenues of approximately \$1.2 million, is a commercial property and casualty insurance agency that has been serving the insurance needs of clients for over 20 years, specializing in workers compensation coverages. Bill White and his staff will continue to serve their clients as a new Brown & Brown stand-alone operation.

Ken Kirk commented, "We are very pleased to have Bill and his team join our rapidly expanding Western Region. We look forward to their input and expertise as we continue to grow throughout the Golden State."

Brown & Brown, Inc. and its subsidiaries offer a broad range of insurance and reinsurance products and services, as well as risk management, third-party administration and managed health care programs. Providing service to business, public entity, individual, trade and professional association clients nationwide, the Company is ranked by Business Insurance magazine as the United States' seventh largest independent insurance intermediary. The Company's Web address is <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 those factors relevant to Brown & Brown's consummation and integration of the announced acquisition, including any matters analyzed in the due diligence process, material adverse changes in the customers of the company whose operations are being acquired, and material adverse changes in the business and financial condition of either or both companies and their respective customers. All forward-looking statements included in this press release are made only as of the date of this press release, and the Company does not undertake any obligation to publicly update or correct any forward-looking statements to reflect events or circumstances that subsequently occur or of which the Company thereafter becomes aware.

SOURCE Brown & Brown, Inc.

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