



## **Brown & Brown of Arkansas, Inc. Announces the Asset Acquisition of Bill Setser Insurance, Inc. of Springdale, Arkansas**

February 16, 2006

LITTLE ROCK, AR--(MARKET WIRE)--Feb 16, 2006 -- Joseph S. "Joe" Guercio, Executive Vice President of Brown & Brown of Arkansas, Inc.'s Little Rock, Arkansas operation, and Bill Setser, President of Bill Setser Insurance, Inc. of Springdale, Arkansas, have announced the asset acquisition of Bill Setser Insurance by Brown & Brown of Arkansas, Inc.

Bill Setser Insurance has, for over thirty years, been a highly regarded insurance agency specializing in serving the employee benefits needs of clients throughout the Ozark region. Bill Setser and his staff will be combining their operations with that of Brown & Brown's existing Rogers, Arkansas, office. This action will allow Bill Setser and his staff to provide clients with an expanded range of insurance services and products.

Mr. Guercio, who is responsible for certain Brown & Brown retail insurance operations in Arkansas, noted, "We are pleased to have Bill Setser and his team of insurance specialists join our growing Arkansas presence. Their addition to our Rogers office further expands our service capabilities in the rapidly-growing region of Northwest Arkansas and Southwestern Missouri."

Brown & Brown of Arkansas, Inc. is a subsidiary of Brown & Brown, Inc. (NYSE:BRO - News). 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 [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 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.

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