



## **Brown & Brown, Inc. Announces the Asset Acquisition of Associated Insurance Service, Inc. and AIS Benefit Concepts, LLC**

January 8, 2011

DAYTONA BEACH, FL and TAMPA, FL, Jan 07, 2011 (MARKETWIRE via COMTEX) --

J. Scott Penny, Regional President & Chief Acquisitions Officer of Brown & Brown, Inc. (NYSE: BRO); Norman E. Fallot, David C. Walker, James D. Wetterer and Joseph T. Altobellis, directors and shareholders of Associated Insurance Service, Inc. (AIS); and Michael T. Dees and Mark N. Day, directors and shareholders of Benefits Concepts & Communications, Inc., today announced that Brown & Brown of Kentucky, Inc., a subsidiary of Brown & Brown, Inc., has acquired substantially all of the assets of AIS and AIS Benefit Concepts, LLC, a joint venture between AIS and Benefit Concepts & Communications. Both AIS and AIS Benefit Concepts are located in Louisville, Kentucky.

With annualized revenues of approximately \$4.9 million, AIS and AIS Benefit Concepts provide a full range of insurance products and services to businesses and individuals throughout the greater Louisville metropolitan area. The employees and operations of AIS and AIS Benefit Concepts will remain at their current location in Louisville, and Brown & Brown of Kentucky's existing Louisville office, currently under the leadership of Kelly Hagan, will move into and combine with the operations of AIS and AIS Benefit Concepts. David Walker will serve as the profit center leader of the combined operations.

Mr. Penny, who is responsible for Brown & Brown's retail operations in Louisville and certain other areas of Kentucky, commented, "AIS and AIS Benefit Concepts have built their agencies on a foundation of close business relationships and quality service. With their close ties to the Louisville community and depth of insurance experience, they make an excellent addition to our Kentucky operations and are perfectly positioned to lead our growth in Louisville and throughout the Bluegrass State. Mr. Walker, the Chief Executive Officer of AIS, added, "Our team is thrilled to be joining the Brown & Brown family, allowing us to continue in our 56-year history of providing only the highest quality of insurance and risk management products to all of our customers. Most importantly, this transaction will allow us to provide our clients with the same level of personalized service while exposing them to new resources and benefits."

Brown & Brown, Inc., through its subsidiaries, offers a broad range of insurance and reinsurance products and related services. Additionally, certain Brown & Brown subsidiaries offer a variety of risk management, third-party administration, and other services. Serving 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, including those associated with this acquisition. These statements are not historical facts, but instead represent only the Company's current 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 and condition, as well as its other achievements, is 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 made herein are made only as of the date of this 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 hereafter becomes aware.

Cory T. Walker  
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SOURCE: Brown & Brown, Inc.