



March 22, 2011

HomeWise Insurance Company and First Home Insurance Company are pleased to announce we intend to merge the companies. The combined entity will be known as HomeWise Insurance Company (HWIC).

The proposed merger is subject to state regulatory approval. We will be working with the Florida Office of Insurance Regulation to expedite their review of the proposed merger, which we hope to finalize in the second quarter.

The merger will strengthen the combined companies' financial and market positions in the states where we write business, providing our policyholders, agents and employees with a stronger, more efficient HomeWise. The new HomeWise Insurance Company will offer the following products:

- Homeowners (Florida and Louisiana)
- Tenant and Condominiums (Florida)
- Dwelling Fire (Florida)
- Flood
- Small Commercial Property (Florida)

If you have any questions, please call the respective Marketing or Underwriting departments.

Marketing	HomeWise 866-359-6704	First Home 800-220-4540 (x2993 or x2525)
Underwriting	HomeWise 877 546 9473	First Home 800-220-4540

We are enthusiastic about this merger and look forward to providing more details in the near future.

Dale Hammond  
President  
HomeWise Insurance Company

W. Michael Lefler  
President  
First Home Insurance Company