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For Immediate Release

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Merchants Insurance Group Introduces “EZLynx” Personal Lines Rater in Pennsylvania

BUFFALO, NY, October 3, 2007 -- Merchants Insurance Group is pleased to announce that it is now using the “EZLynx” comparative rating platform for personal lines policy rating in Pennsylvania as of October 1, 2007.

EZLynx is a secure, Internet-based agency service that provides a single data entry point to generate accurate real-time rate quotes from multiple carriers. The product is based on industry-standard forms and technologies. The EZLynx website (www.ezlynx.com) can be accessed for complete information about this product.

Merchants adopted the EZLynx system as a convenient, accurate and easy-to-use system for its personal lines agents. The EZLynx system, which is used by most major insurance carriers, provides Merchants’ agents with a quick and accurate “one-stop” means of comparative rating. Merchants is committed to making it easy to do business with the company for their agents.

Merchants Insurance Group offers personal and commercial insurance through a network of more than 600 independent insurance agents throughout the Northeast and Midwest. With corporate headquarters and regional operations located in Buffalo, N.Y., Merchants also operates offices in Hauppauge, N.Y.; Albany, N.Y.; Moorestown, N.J.; Manchester, N.H., and Columbus, OH. Merchants’ website can be accessed at www.merchantsgroup.com.