



NEWS RELEASE

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PURE and Lyons Companies Private Client Services to Bring Highly Competitive Insurance Option to Owners of Delaware's High-End Homes

Wilmington, Delaware – February 25, 2015 – Privilege Underwriters Reciprocal Exchange (PURE), the policyholder-owned insurer that exclusively caters to high net worth individuals and families, today announced it will begin accepting new members (policyholders) in Delaware through its relationship with Lyons Companies Private Client Services.

PURE works with a select group of independent insurance brokers who are highly qualified at servicing the complex personal insurance needs of wealthy individuals and families. "Lyons Companies is a terrific addition to our trusted broker network," said Ross Buchmueller, President and CEO of PURE. "Lyons Companies shares our commitment to delivering exceptional service, which now we can do together in Delaware and beyond."

A Smart New Option for Delaware's High Net Worth Families

PURE offers a suite of comprehensive insurance solutions designed for successful individuals and families with significant assets to protect. As a specialist insurer, PURE's coverage is among the broadest available, with higher limits and broader provisions than what are typically offered by standard carriers.

PURE emphasizes transparency, alignment and conflict-free service for members over short-term profits. Careful member selection, a low cost of capital, and proactive risk management enable PURE to deliver higher quality at a lower cost. Members report average annual savings of more than 25%.

A Partner with Local Expertise, Global Capabilities

A trusted risk advisor for affluent families, Lyons Companies offers unparalleled expertise in risk identification, evaluation, and mitigation. The Lyons Private Client Service team works closely with high net worth clients to help them protect their assets from a variety of risks that can lead to financial loss.

"In addition to advice on property risks related to storms, flooding, and other natural hazards, successful individuals and their families need specialized knowledge to help them protect their assets and manage a broad range of other unique risks," said Kevin Thomas, director of Lyons Private Client Services. "We are excited about the opportunity to team with PURE to provide superior insurance and risk management services to high net worth individuals and families in Delaware."

To learn more, contact Kevin Thomas, Lyons Private Client Services at 302.472.2923 or kthomas@lyonsinsurance.com.



About Lyons Companies

Lyons Companies (LyonsInsurance.com) is an insurance brokerage, risk management and employee benefits firm based in Wilmington, Delaware. Founded in 1984, Lyons Companies provides proactive risk management products and strategies; claims management and risk control services; employee benefits programs; human capital management; comprehensive private client services; and life insurance, estate planning and asset management solutions. The firm is a member of Assurex Global, a partnership of the most prominent independent insurance agents and brokers in the world. For more information, visit LyonsInsurance.com

About PURE

PURE provides [exceptional service](#) and [best-in-class, customizable coverage](#) throughout the U.S. for high-value [homes](#), [automobiles](#), [jewelry](#), [art](#), [personal liability](#), [watercraft](#) and [flood](#). Inspired by some of the finest policyholder-owned companies in the world, PURE emphasizes [alignment of interests](#) and transparency. PURE's low cost of capital, careful member selection, and [proactive risk management](#) all contribute to highly competitive rates. Policy language is descriptive. Actual coverage is based on policies as issued. Individual savings results may vary. In return for a fee, PURE Risk Management, LLC acts as Attorney-in-Fact for PURE. For more information visit pureinsurance.com.

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