

June 5, 2008

We are pleased to announce that Rosenbloom & Rosenbloom is merging with Bearence Management Group of Des Moines, IA. The combination will create one of the largest independent agencies in the Midwest, offering a full range of insurance products and financial services. We are extremely excited about the expansion opportunities this new alliance will bring to both of our organizations.

Bearence Management Group was founded in 2005 and currently has operations in Davenport, IA, Des Moines, IA, Kansas City, KS, Nashville, TN, and Burnsville, MN. They specialize in focusing on their clients entire risk exposure including property & casualty, employee benefits, financial services, communications, and human resources.

R&R is extremely proud of the agency we've built over the last 15 years and with our Bearence partners we can seamlessly expand our service offerings to our clients and create new opportunities as we redefine the risk profile with our clients.

We sincerely value the support of our carriers and the individual commitment from each of our underwriters, and we are dedicated to ensuring excellent uninterrupted service to the insurance marketplace.

Sincerely,

Phil Rosenbloom