

NEWS FROM SEDGWICK



Sedgwick Announces New Brand Strategy to Reflect Company's Evolution

MEMPHIS, Tenn., Nov. 21, 2011 – Sedgwick Claims Management Services, Inc. (Sedgwick) today announced a new brand strategy that reflects the company's evolution beyond traditional claims management services. The company will provide a world of resources to its clients and business partners under the brand name Sedgwick. The new brand will be phased in over the next year.

"For more than 40 years, Sedgwick has provided cutting-edge claims services to America's premier employers and corporations," said David A. North, president and CEO of Sedgwick. "Today, in addition to offering a comprehensive array of claims services, we are a leading provider of productivity management, managed care, and ancillary services. Our new brand strategy reflects the world of resources corporate America can now access through Sedgwick. As our industry progresses, we will continue to innovate in the development of solutions that exceed our clients' expectations."

Sedgwick's brand name and fresh new look mirrors the innovative spirit and unparalleled talent of nearly 10,000 experienced professionals who are committed to helping the company's clients and business partners compete in an ever-changing business environment.

About Sedgwick

Sedgwick and its affiliated companies deliver cost-effective claims, productivity, managed care, risk consulting, and other services to clients through the expertise of nearly 10,000 colleagues in 190 offices located in the U.S. and Canada. The company specializes in workers' compensation; disability, FMLA and other employee absence; managed care; general, automobile and professional liability; warranty and credit card claims services; fraud and investigation; structured settlements and Medicare compliance solutions. Sedgwick and its affiliates design and implement customized programs based on proven practices and advanced technology that exceed client expectations. For more see www.sedgwick.com.

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