

Press Release, May 12, 2011, Shelton, CT

F.W. Serra, Inc. changes name to Serra & DelVecchio Insurance

Frederick W. Serra, CEO of F.W. Serra, Inc. announced this month that the company has changed their corporate name to Serra & DelVecchio Insurance. "I am pleased to announce our combined entity. Our full lines insurance agency has grown significantly and it is with great honor that that I appoint Justin DelVecchio as a full partner. Mr. DelVecchio has been a strategic part of the agencies growth."

This change in the company has evolved over the past 30 months, beginning with Justin DelVecchio of Meriden, CT joining the Company in November, 2009 as President to run Property and Casualty operations. At that time, Mr. Serra stated "We are pleased that Justin has joined our firm to help manage our significant growth."

With Justin on board, the Company experienced significant growth. In March, 2010 they acquired Brainard Insurance in Middletown, CT. Brainard Insurance, a property and casualty insurance agency in business for over 50 years became part of the F.W. Serra family of companies. Mr. Serra saw this acquisition as perfect fit for the firm's full service agency. "With this acquisition, we have over 40 property and casualty insurance carriers available to our clients. The Brainard staff has joined our firm to continue the ongoing relationships established over the years". In June, they acquired the Dan Ringle Insurance agency in Norwalk, CT. Dan Ringle, a well-respected employee benefits expert and friend and business associate of F.W. Serra, Inc. passed away in 2010. Prior to Dan's passing, F.W. Serra purchased Dan's business. "Dan was a dedicated professional that cared about his clients and we are honored to continue this support. "

The final step towards the future came in April, 2011 when they changed their name to Serra & DelVecchio Insurance as announced by Frederick W. Serra, CEO, "I am pleased to announce that the company has changed their corporate name to Serra & DelVecchio Insurance. Both divisions are now a combined entity, making us a full lines insurance agency. We have grown significantly and it is with great honor that I appoint Justin DelVecchio as a full partner. Mr. DelVecchio has been a strategic part of the agencies growth." During this time, they also launched their "*InsurChoice™*" Auto & Home Insurance Program. This program allows rate comparisons across 18 top-rated insurance carriers, providing consumers with the best rates, best coverage and personalized customer service.

Finally, In April, Serra & DelVecchio Insurance purchased a 110 year old property and casualty insurance agency in Southington, CT - The Elliott Insurance Groups personal lines business. Fred Serra said "Over the past three years the companies were working together on personal and commercial insurance. Based on the proprietary products developed by Serra & DelVecchio, there was a synergistic fit for the Elliott business." Serra & DelVecchio brought over Elliott personal lines staff as employees to continue with the relationships developed over the years.

Serra & DelVecchio Insurance has two locations, one in Shelton at 112 Huntington Street and the other in Middletown at 573 Newfield Street. Their employees are driven to provide the best customer service to their clients. The entire staff is also dedicated to their communities volunteering and donating time and resources to many organizations throughout the state.