

AmRisc L.P.
20405 Hwy. 249, Ste. 430
Houston, Texas, 77070

R. Daniel Peed
President & CEO

Telephone 281.257.0170
Fax 877.535.4375
email dpeed@amrisc.com

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TO: AmRisc Producers

RE: **Elite Producer Program – National Retailers**

2010 was a good year for AmRisc, with nearly \$600 million GWP and over \$100 million primary capacity for each account. Our portfolio returned well over 25% return on capital to our carriers, including Lloyds, RenRe Insurance, Munich, Zurich, QBE and American Coastal. While many Florida Specialty companies struggled, American Coastal again had an exceptional year, surpassing \$100m statutory surplus and 30% ROAE. A cornerstone of AmRisc's business plan continues to be to provide a strong product our producers "can't live without" and we expect to continue the development of market leading capacity in 2011.

Along with a strong product we believe a critical aspect of AmRisc's success is our partnership with a short list of producers, creating "value added" to our Elite Producers. AmRisc's numbers show that the vast majority of our premiums come from producers that consider AmRisc their key partner for middle-market, commercial windstorm risks. To bring value to our key partners, in 4 Q 08 we discontinued appointments of nearly half of our producer "companies". This re-focusing was successful, both increasing our average hit ratio as well as channeling submissions through our Elite producers. In 2010 we focused on growing less than half a dozen national retail producers for our full value products, which generally offer "standard market" capacity and coverages for coastally exposed commercial property accounts.

For 2011 we have developed an Elite Producer program specifically oriented around our national retail producers. This program recognizes the close relationship retailers have with their insureds as well as their unique product and service needs. The key changes to the 2011 EPP are as follows:

1. There are specific programs for our Wholesalers, Specialty Retailer and National Retailers.
2. For retail agents, the Elite Status and appointments will be determined at the corporate level rather than at the regional level.
3. Status will be developed based on premium achieved, rather than Elite Points.
4. Commission will follow the Retailer Commission Guidelines for High Demand Counties and All Other.

2011 Elite Producer Program benefits will be as follows:

<u>Elite Status</u>	<u>Premium Level</u>	<u>Max Sub</u>	<u>Territory</u>	<u>Comm</u>	<u>Other</u>
Diamond	\$60 million	110 days	All	+1%	Enhanced Coverage
Platinum	\$30 million	110 days	All	Std	Enhanced Coverage
Gold	\$10 million	100 days	All	Std	
Silver	Entry level	90 days	No Tri-Cnty Cat	-1%	Probationary
Previously appointed	Can not accept or renew business				

The program rules and guidelines are attached and each producer's status will be posted to our website at www.amrisc.com. If you have any questions, please contact your Relationship Manager. Again, we view the Elite Producer Program a huge success thanks to our partners, and hope to continue to bring value to our Elite Producers in 2011. Thank you for your business with AmRisc.