

**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

February 7, 2011

TO: AmRisc Producers

RE: **Elite Producer Program – Specialty Retail**

2010 was a good year for AmRisc, with nearly \$600 million GWP of which \$200million was through our contract with American Coastal. While many Florida Specialty companies struggled, American Coastal again had an exceptional year, surpassing \$100m statutory surplus. A cornerstone of our business plan continues to be to provide a strong product our producers “can’t live without”. We expect to continue this with growth 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 some key retail partners for our full value products, and we expect this to continue in 2011.

For 2011 we have developed an Elite Producer program oriented around our specialty retail producers. This program recognizes the close relationship retailers have with their insureds on our Admitted lines, as well as their unique product and service needs. We hope this program will be as successful as our wholesale Elite Producer Program.

The key changes to the 2011 EPP are as follows:

1. We will have specific programs for our Wholesalers, Specialty Retailer and National Retailers.
2. For retail agents, we will focus on our relationship at the corporate level rather than at the regional level. Elite Status will be determined for each company, rather than each office.
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	\$30 million	110 days	All	+1%	Enhc’d Cvg/E&S appt
Platinum	\$15 million	110 days	All	Std	Enhc’d Cvg/E&S appt
Gold	\$5.0million	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](http://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.