

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 - Wholesale**

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 surplus and 30% ROAE.

A cornerstone of our business plan continues to be to provide a strong product our producers “can’t live without”. 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 Elite Producers. AmRisc’s statistics 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.

We plan to continue our Elite Producer Program (EPP) and will be releasing the 2011 Status levels shortly. There are a number of producers that made it to Diamond status and like last year we plan to discontinue about a dozen wholesale office appointments. In general, we are going to maintain most of the rules and guidelines from 2010, except for the following changes:

1. Commission will follow the Wholesaler Commission Guidelines for High Demand Counties and All Other.
2. The previous status level of “Black” has been discontinued. No producer achieved “Black” status, and if only one producer were to achieve Black level status it would be a major disruption to all our other producers.
3. “Silver” status (e.g. below 50,000 points) will now be probationary with an agreed plan to achieve a minimum Gold status, and the base “Producer” status is eliminated.

2011 Elite Program benefits will be as follows:

<u>Elite Status</u>	<u>Point Level</u>	<u>Max Sub</u>	<u>Territory</u>	<u>Comm</u>	<u>Other</u>
Diamond	500,000	100 days	All	+1%	
Platinum	100,000	95 days	All	Std	
Gold	50,000	90 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.