

FOR IMMEDIATE RELEASE

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M3 Named Among Best Employers & Largest Brokers by Business Insurance Magazine
Madison, Wisc. (August 16, 2010) – *Business Insurance Magazine*, a leading, weekly publication for insurance executives, recently named M3 Insurance Solutions for Business (M3) one of 2010's Best Places to Work in Insurance. M3 also was recognized by the magazine as one of largest brokers in the U.S., announced last month.

"We are humbled to receive this recognition, which symbolizes our commitment to making M3 a great place to work and a great partner to work with," said President and CEO Mike Victorson. "Our goal is to grow one employee and one office at time, a philosophy that allows us to thrive even in difficult times."

2010 Best Places to Work in Insurance

The Best Places to Work in Insurance Award celebrates 54 U.S. employers who have created high-quality workplaces that encourage employees to thrive in a work environment that they can love. Winners were determined based on a two-part assessment conducted by Best Companies Group and *Business Insurance*.

M3 employees completed a 75-question Employee Engagement & Satisfaction survey, which evaluated their workplace experience and M3's company culture. The results made up 75 percent of M3's overall score. The remaining 25 percent of the overall score was based on an employer questionnaire that highlighted M3's benefit programs, policies, practices and other general information.

The Best Places to Work in Insurance Award Ceremony will take place in September in New York. M3 will be featured in the Oct. 4 issue of *Business Insurance* along with its official ranking and company profile.

100 Largest Brokers of U.S. Business

M3 ranked 80th on a list of the 100 of Largest Brokers of U.S. Business reported by *Business Insurance* in July 2010, an 11 point jump from the previous year's list. In 2009, M3 reported gross revenues that exceeded \$30 million.

About M3:

M3 *Insurance Solutions for Business* (M3) is an independently owned insurance agency with headquarters in Madison, Wisc. Led by President and CEO Mike Victorson, M3 currently employs 180 insurance professionals. Together, they serve more than 5,000 clients in Wisconsin and Colorado. M3 provides a comprehensive suite of consultative services in the areas of property, casualty, workers' compensation, employee benefits, life insurance, investment and retirement planning.