

Princeton, New Jersey - April 5, 2010
Press release

Munich Re America is rebranded as Munich Re

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Sharpened brand positioning strategy launched in U.S. market.

Munich Reinsurance America, Inc. announced today the launch of its parent company's brand positioning strategy in the U.S. property/casualty insurance and reinsurance markets.

As of today, Munich Reinsurance America, Inc. has changed its brand name from Munich Re America to Munich Re and adopted the Munich Re logo for all marketing materials.

Introduced by Munich Re in September 2009, the new positioning strategy includes two components: strengthening the market's awareness of Munich Re's entire range of custom products and services and implementing the use of a common brand name – Munich Re – and logo throughout the organization's reinsurance operations.

"While known for many years as a financially reliable and secure risk partner, our sharpened value proposition includes more than solid capacity. To maintain our competitiveness in a challenging and dynamic market, we must be dynamic, too. Our new proposition recognizes that fact. It allows us to unleash our organizational know how, innovative thinking and product synergies to reach an even higher level," says Anthony J. Kuczinski, CEO and President of Munich Reinsurance America, Inc. "Financial solidity allied with forward-looking expertise are the cornerstones of our new position."

Regarded as a leading provider of traditional reinsurance solutions, the company will be placing much more emphasis on positioning itself as a comprehensive provider in the area of risk assumption and risk transfer and using its extensive risk knowledge to develop individual custom solutions for its clients.

"As the last few years have demonstrated, financial and insurance risks are not unique to any specific market or isolated to any particular location. Many of the risks we face today and will face tomorrow require a 'global way of thinking' to address them. Adopting a consistent brand name worldwide is an acknowledgment of the global nature of risks and the collaborative solutions that all Munich Re companies can provide to mitigate their impact," says Kuczinski.

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The company's positioning strategy will focus on three key deliverables: offering clients specialist consulting services; devising innovative coverage concepts for new and complex risks; and actively expanding business with insurance pools or in public-private partnerships and in specialist primary insurance niche segments in which risk expertise is the decisive success factor.

"In addition to our individualized risk solutions, our affiliation with American Modern Insurance Group (purchased by Munich Re in 2008) and Hartford Steam Boiler (purchased by Munich Re in 2009), means that we can provide clients with opportunities to expand their product offering into niche insurance products," says Kuczinski.

Formerly known as American Re, Munich Reinsurance America, Inc. changed its brand name to Munich Re America in 2006.

For further questions please contact:

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In the U.S., Munich Re provides access to a full range of property-casualty reinsurance and specialty insurance products through Munich Reinsurance America, Inc., American Modern Insurance Group and Hartford Steam Boiler Group. Together, we deal with the issues that affect society and work to devise cutting-edge solutions that render tomorrow's world insurable. Munich Reinsurance America, Inc. has been successfully addressing the key challenges of the future since 1917. Our clients trust us to develop solutions for the whole spectrum of reinsurance – from traditional reinsurance agreements to the management of complex specialty reinsurance risks. Our recipe for success: we anticipate risks early on and deliver solutions tailored to clients' needs, creating opportunities to achieve sustained profitable growth.

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