



250 Main Street * Buffalo, New York 14202 * 1-800-462-1077 * www.merchantsgroup.com

For Immediate Release

Contact: Tara Potzler (716) 849-3004/tpotzler@merchantsgroup.com

Merchants Insurance Group Introduces “EZLynx” Homeowner Rater in NY

BUFFALO, NY, June 7, 2007 -- Merchants Insurance Group is pleased to announce that it is now using the “EZLynx” comparative rating platform for homeowners’ policy rating in New York State as of June 1, 2007.

EZLynx is a secure, Internet-based agency service that provides a single data entry point to generate accurate real-time homeowners’ rate quotes from multiple carriers. The product is based on industry-standard forms and technologies. The EZLynx website (www.ezlynx.com) can be accessed for complete information about this product.

Merchants adopted the EZLynx system as a convenient, accurate and easy-to-use system for its personal lines agents. The system also links directly in to the agent’s management system. Additionally, EZLynx is used by most major insurance carriers, so comparative rating is fast, providing agents with another service for their clients.

Merchants Insurance Group offers personal and commercial insurance through a network of more than 500 independent insurance agents throughout the Northeast and Midwest. With corporate headquarters and regional operations located in Buffalo, N.Y., Merchants also operates offices in Hauppauge, N.Y.; Albany, N.Y.; Moorestown, N.J.; Manchester, N.H., and Columbus, OH. Merchants’ website can be accessed at www.merchantsgroup.com.