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FOR IMMEDIATE RELEASE

NEW INSURANCE AGENCY TO DONATE HALF OF OPERATING PROFITS TO CHARITY

GoodWorks Insurance Makes First Donation—Opens First Branch Office

NORTH CANAAN, Conn., April 10, 2006—GoodWorks Insurance, LLC, a provider of name brand personal and commercial insurance services, today announced the opening of its first branch office in Great Barrington, Mass. Ushering in its new philanthropic business model, GoodWorks will donate 50 percent of its annual operating profits to local community charities.

Each GoodWorks branch agency will provide consumers with personal insurance products including homeowners, automobile, and others. GoodWorks will also provide small, medium and large businesses with extensive insurance coverage for property and liability, workers compensation, builder's risk, professional liability, and other commercial risks.

"We founded GoodWorks with a desire to do much more than operate a business," said Joseph L. Grochmal, GoodWorks president and CEO. "It would appear our business is selling insurance, but, more than that we are dedicated to making a valuable contribution to local communities by providing the best insurance coverage to our customers while making charitable donations to local non-profit organizations that work to address the deepest concerns of all citizens."

GoodWorks made its first donation of \$4,000 Thursday to the Berkshire Hills Fund for Excellence through the Berkshire Taconic Community Foundation. Funds will be utilized for the benefit of the Berkshire Hills Regional School District.

"This is an incredible donation from GoodWorks that will provide resources for the teachers within our schools and greatly benefit the education of our community's children," said Jack Spencer, chairman of the board, Berkshire Hills Fund for Excellence.

GoodWorks will donate 50 percent of its annual operating profits (minimum \$15,000) to local non-profit organizations serving education, healthcare, and public safety. Each organization will determine how funds are allocated within each community.

"It is extremely gratifying for us to see a corporation include charitable giving as part of its way of doing business from the outset," said Jennifer Dowley, president, Berkshire Taconic Community Foundation. "We look forward to assisting GoodWorks' ongoing commitments to the betterment of education, healthcare and safety in our communities."

Well-respected, charitably minded insurers including Arbella Insurance Group, Chubb, Litchfield Mutual, National Grange Mutual, Patrons Insurance Group, St. Paul/Travelers, The Hartford, and Drive Insurance from Progressive have appointed GoodWorks. Many other appointments from nationally recognized insurance carriers are presently in the works.

“We are committed to helping each of the communities in which we establish a local GoodWorks sales and service office,” said Grochmal. “We back up our commitment in writing with a Charitable Contract memorializing our commitment to provide financial assistance to these worthy causes, to make our financial performance transparent, and to make our commitments enforceable by any member of the community.” (<http://www.goodworksinsurance.com>)

GoodWorks will open branch offices throughout Connecticut, Massachusetts, and eastern New York before expanding nationally.

Availability

GoodWorks currently provides personal and commercial insurance products for customers in Massachusetts from its Great Barrington office. The company is in the process of expanding its business approach to include life, health, disability and long-term care insurance for both individuals and groups seeking employee benefits coverages.

About GoodWorks Insurance, LLC

GoodWorks is a private company headquartered in North Canaan, Conn. The company believes business should proactively give back to local communities in the form of responsible capitalism. It provides its customers with the nation’s best insurance coverage at competitive prices with extraordinary service, while giving local charities 50 percent of its annual operating profits to fund education, healthcare or safety programs in local communities. The company can be reached at <http://www.goodworksinsurance.com> or by calling (877) 824-5678.

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