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WESTROPE LAUNCHES NEW BINDING AUTHORITY AND BROKERAGE OPERATION IN FLORIDA

Kansas City, MO - May 19, 2008 - Westrope announces the creation of Westrope Insurance Managers of Florida in Brandon, Florida (Tampa metropolitan area). As a subsidiary of Kansas City-based Westrope, Westrope Insurance Managers of Florida is a multi-line wholesaler providing binding authority programs and small to medium sized brokerage placements throughout Florida and surrounding states. "With our substantial presence in the Southeast marketplace and offices in Jacksonville and Orlando, Westrope Insurance Managers of Florida signifies a strategic extension to further meet the needs of the Florida insurance marketplace," said Kevin Westrope, President/CEO of Westrope and President of Westrope Insurance Managers of Florida.

Alan Goldfarb, Paul Burger and George Jacobbe are leading the efforts for Westrope Insurance Managers of Florida. Goldfarb and Burger, former executives with Morstan General Agency in Brandon, FL, head up the Binding Authority and Brokerage operations, respectively. Jacobbe, previous President of CBS Insurance Underwriters in Tamarac, FL, is focused on developing the company's marketing and contract relationships. "This team, with a combined 75+ years of insurance experience, has the relationships and industry knowledge to provide the highest level of expertise in this arena, and we're fortunate to have all three on board," offered Kevin Westrope.

As the Chief Operating Officer of the new company, Alan Goldfarb stated, "Our capability to offer an array of property and casualty lines, as well as specialty lines, is an advantage for us. We're enthusiastic about the Florida marketplace and having the strength and support of the Westrope organization behind us. The technological and operational systems provided by Westrope allow us to control the entire submission process in a paperless environment, which is a huge advantage. We all know that timely solutions are a critical element in our industry, and we're there."

About Westrope

Westrope is the 7th largest wholesale insurance broker in the U. S. Based in Kansas City, MO. Westrope specializes in property, casualty, executive and professional liability, healthcare, agribusiness, transportation, construction and workers' compensation. www.westrope.com

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