



FOR IMMEDIATE RELEASE

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IMPORTANT NOTICE**Kansas City, MO – October 29, 2010**

Westrope is pleased to announce that it has acquired the assets of Midwestern General Agency, a binding authority and small brokerage operation, based in Kansas City MO. Midwestern General Agency will become a part of the Westrope operations under the name **Westrope General Agency (WGA)**.

“This acquisition demonstrates Westrope’s continuing commitment to providing the best service, depth of business and product offerings in the industry,” said Kevin Westrope, President and CEO of Westrope. “MGA has been a respected member of the Kansas City insurance community since 1959, specializing in the small to midsize business segment. **Westrope General Agency** will provide another venue, similar to our successful WIMFL operation, for our new and existing clients to take advantage of Westrope’s capabilities, market strength and unparalleled commitment to service.”

Debbie McClendon, previously COO of Schiffman, Remley & Associates, has accepted the appointment of Senior Vice President/Managing Director of Westrope General Agency, effective immediately. Debbie will report directly to John Klag, Executive Vice President/COO of Westrope.

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, lifesciences, agribusiness, transportation, construction and workers’ compensation.

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