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News Release

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Harleysville Life Insurance Company launches new employee group benefits platform to enable independent agents and employers to manage employee benefits programs online

HARLEYSVILLE, PA—With the rollout of a new employee group benefits platform that will enable independent agents and their clients to do more business online, Harleysville Life Insurance Company is positioned to increase both the size and number of employer groups it insures.

Ted Majewski, president and chief operating officer of Harleysville Life Insurance Company, predicts the new, user-friendly platform—called My Harleysville Life LinkSM—will enable the company to strengthen its position as a major competitor in the group benefits marketplace, while continuing to build upon long-standing relationships with independent agents in the small business arena.

“This new group benefits platform increases efficiency and reduces costs for our agents and their clients as they seek to do more business online, in real time, as a way to better manage their benefits programs,” observes Majewski. “The ease and hands-on approach of doing business online has become a huge factor in the sales process. This new platform positions Harleysville Life to improve retention of existing accounts and compete more effectively in the employee benefits marketplace for new business, including larger accounts with more than 100 employees.”

My Harleysville Life Link has been launched for new business and ultimately will become available for all business via *accessHarleysville*SM—the company’s agent portal, which provides frequently needed information regarding agents’ accounts, policies and billing information, as well as access to rating, quoting and policy issue systems for commercial lines, personal lines and life insurance business.

Susan Reinhard, Harleysville Life vice president of group operations, notes that agents were involved throughout the system’s design phase, contributing to a new group benefits platform that will help the company to be one of the easiest insurers for an agent to do business with.

“The new platform provides our agents with another reason to sell Harleysville Life for group benefits—especially to employers of all sizes who want to administer their own accounts,” notes Reinhard. “Conversely, agents also have the ability to offer their clients the additional service of administering the account for them, should they choose to do so. Either way, turnaround time for processing, billing and policy changes is greatly improved.”

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Reinhard adds that the new platform provides agents and employers with the means for making policy changes—including adding and terminating employees, salary updates and other employee-related changes, as well as the capability to download billing statements (current and previous), forms (applications, beneficiary changes, claims and enrollment cards), employee certificates, policies, and other company information.

Harleysville Insurance is a leading super-regional provider of insurance products and services for small and mid-sized businesses, as well as for individuals, and ranks among the top 60 U.S. property/casualty insurance groups based on net written premiums. As a Trusted Choice[®] company partner, Harleysville distributes its products exclusively through a network of independent agents primarily across 32 states. Harleysville was listed recently as #7 in the *InformationWeek* 500, the publication's annual listing of the most innovative information technology organizations in the U.S., and has been ranked on the list in each of the last three years. Harleysville Life Insurance Company is a wholly owned subsidiary of Harleysville Mutual Insurance Company. Harleysville Mutual also owns 53 percent of Harleysville Group Inc. (NASDAQ: HGIC), a publicly traded holding company for eight regional property/casualty insurance companies collectively rated A- (Excellent) by A.M. Best Company. Harleysville Group is listed on the NASDAQ Global Select Market, which is comprised of the top third of all NASDAQ member companies and has the highest initial listing standards of any exchange in the world based on financial and liquidity requirements. Further information can be found on the company's Web site at www.harleysvillegroup.com.

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