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**NEW INSURANCE COMBINATION TAKES AIM AT EXCELLING CLIENT SERVICE
REVERSES INDUSTRY TREND**

EATONTOWN, NJ -- At a time when large commercial banks are purchasing independent insurance agencies, a local insurance firm has moved in a different direction in order to stay close to its clients. Paterson & Associates of Shrewsbury, New Jersey joined the E & K Agency of Eatontown – a leading independent insurance agency in the region since 1930.

“We had been associated with other insurance operations that fell prey to merger mania,” notes George Paterson, former President of Paterson & Associate. “Eventually, we found ourselves controlled by an enormous out-of-state, bank owned agency. That’s when we looked for a way to keep control over our business practices and our emphasis on personal client service.”

“E & K was the perfect fit for our clients,” explains Jay Crowell, former Paterson & Associates Vice President. “They have an extraordinarily sophisticated insurance agency, while focusing their talents on helping local businesses and individuals in a very personal manner.”

“The key to our new venture’s success,” notes E & K Managing Director Richard Auerbach, “is the ability to fully integrate the knowledge and skills of a lot of talented people. The winners will be our clients.”

With the addition of Paterson & Associates, E & K serves the insurance needs of over 5,000 businesses and individuals throughout New Jersey.