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FOR IMMEDIATE RELEASE

Society Insurance Hires Tim Riedl as Vice President – Commercial Underwriting

Riedl will lead underwriting strategies in Wisconsin, Illinois, Indiana, Iowa, Tennessee and Minnesota

FOND DU LAC, Wis. (January 21, 2019) — Society Insurance welcomes Tim Riedl as vice president – commercial underwriting. In his new role, Riedl will oversee state-specific underwriting operations and direct the underwriting, risk control, rating and policy services, premium audit and automation teams at Society.

Riedl previously served as director of commercial lines product management at West Bend Mutual Insurance, where he led development and implementation of new products in the cyber and flood markets. Riedl's 33 years of insurance experience in underwriting, marketing, product development and executive leadership include implementation of lean methodologies, predictive modeling, paperless workflow and professional development programs.

"We are pleased to welcome Tim to Society," said Rick Parks, Society Insurance president & CEO. "His deep knowledge of underwriting and long-time relationships with independent insurance agents will be important additions to our team. Tim's successful experience in organizations with wider geographic footprints throughout the country is the perfect fit for executing our growth plans."

Riedl holds a bachelor's degree in business marketing from Winona State University, and has earned the Associate in Reinsurance (ARE) and Chartered Property Casualty Underwriter (CPCU) designations. He proudly serves as a board member and volunteer at Interfaith Care Givers of Washington County.

ABOUT SOCIETY INSURANCE: *Headquartered in Fond du Lac, Wis., Society Insurance has been a leading niche insurance carrier since 1915. Society focuses on the small details that make a big difference to its policyholders while offering top-notch insurance coverage, service and competitive pricing to businesses in Wisconsin, Illinois, Indiana, Iowa, Tennessee and Minnesota.*