

TO: ALL APPOINTED AGENTS OF WORTH CASUALTY COMPANY

FROM: WORTH CASUALTY COMPANY, FORT WORTH, TEXAS

DATE: MARCH 7, 2011

RE: **AGENT INCENTIVE PROGRAM**

All agents writing Worth Casualty Company personal and business auto products will receive a Visa or comparable gift card incentive of \$10.00 per policy on New Business only bound between **Monday, April 4, 2011 and Sunday, June 4, 2011**. Personal auto policies must be written through the Worth agent portal to qualify. Business auto policies are not required to be written through the agent portal.

In addition, **the agent writing the most policies during the incentive period will receive a \$500 gift card and the second and third place agents will receive \$300 and \$200, respectively**. New Business gift cards will be distributed as received.

At Worth Casualty Company, auto insurance is all we do. This allows us to provide the resources and expertise to assist our agents and customers with precision and speed. IT'S HOW WE MAINTAIN A CUSTOMER RETENTION RATE OF WELL OVER 90%. And rather than send you all over the globe for answers, we give you one number to call (1-866-GO-WORTH), your direct line to our dedicated team of Texas insurance professionals. One company, serving Texas, with one focus. Your first and best choice for personal and business auto insurance.

Please contact Wesley Holekamp (866)469-6784 ext 1649 or E L Caraway (866)469-6784 ext 1647 with questions.