



Media Contacts:

Anne Hatfield – 210.687.7061 (mobile)

anneh@kgbtexas.com

Will Ellis – 210.473.3858 (mobile)

wille@kgbtexas.com

210.826.8899 (office)

Lisa Pinto – 210.321.7328

lpinto@swbc.com

PurinaCare® Insurance Services - SWBC Enter Agreement

SWBC to Offer Pet Insurance to Financial Institutions

March 29, 2010 – San Antonio, TX – As part of its program to help businesses and organizations offer low-cost benefits to their members and employees, PurinaCare Insurance Services, Inc.

(www.purinacare.com) announced today its recent partnership with SWBC (<http://www.swbc.com>). Under this agreement, SWBC will add PurinaCare’s pet health insurance to the current suite of high-quality insurance products and customized solutions it offers to financial institutions from coast to coast.

“In the last few years, pet insurance has become increasingly popular for pet owners,” said Frank Castellano, Director of SWBC Insurance Partners. “According to Packaged Facts, the estimated number of insured pets is approximately 850,000 in North America. And, as that number grows, we are excited to partner with PurinaCare to bring this product to our financial institution partners, so that their clients can benefit.”

“The partnership between these two San Antonio-based companies will result in a cost-saving opportunity for hundreds of thousands of pet owners across the country,” said Dr. David Goodnight, President and COO of PurinaCare. “Pets are members of the family. Having pet health insurance as a member benefit is a convenient and cost-effective way to manage the rising costs of today’s advanced veterinary technology.”

PurinaCare is leading a nationwide effort to inform [member associations and employee groups](#) about the benefits of pet health insurance. The group plan offers a discount on premiums to employees and affiliate groups with a minimum of 100 employees or members.

A five percent discount is applied to any [PurinaCare Pet Health Insurance policy](#), or a 10 percent discount is applied when more than one pet is insured.

About PurinaCare Pet Health Insurance

PurinaCare Insurance Services, Inc., a wholly-owned subsidiary of Nestlé Purina PetCare Company, is dedicated to providing pet owners with a Lifetime of Care® for their dogs and cats. PurinaCare® pet health

insurance is offered to dog and cat owners in most states. PurinaCare is committed to promoting responsible pet care, providing humane education, supporting community pet involvement, and fostering the positive bond between people and their pets. PurinaCare pet health insurance is underwritten by Central States Indemnity Co. of Omaha, a subsidiary of Berkshire Hathaway Inc. PurinaCare pet health insurance is also offered as a direct benefit to select employees and associations nationwide and its high-deductible policies have earned the AAHA Seal of Acceptance. For more information about PurinaCare pet health insurance, or for a free, no-obligation quote, call 877-8-PURINA or visit www.purinacare.com/groups

About SWBC

Headquartered in San Antonio, SWBC is a diversified financial services company providing a wide range of insurance, mortgage, and investment services to financial institutions, businesses, and individuals. With offices across the country, SWBC is committed to providing quality products, outstanding service, and customized solutions in all 50 states. For more information, please visit SWBC's website at www.swbc.com.