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FOR IMMEDIATE RELEASE

Powersports Insurance Company Sports New Agency

Waukesha, WI (January 13, 2009) – Markel American Insurance Company, in its Waukesha-based division specializing in motorcycle, boat and ATV insurance, has hired Mader Communications Group, Inc. in Mequon to spearhead a national marketing communications campaign.

The new integrated campaign will include strategic branding, web site development, advertising, direct response and lead generation, as well as affinity programs with powersports vehicle manufacturers and member associations.

“We are very excited for the opportunity to generate national recognition for this unique company” offers John Mader, President of Mader Communications Group. “Markel employees are bikers and boaters themselves, who share their customers’ passion for powersports, and have made it their company’s sole focus. Our efforts will reflect their dedication.”

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About Mader Communications Group – Mader Communications Group, Inc. is a full-service agency specializing in medical products, healthcare, powersports insurance, industrial products and construction equipment. The firm provides brand positioning, advertising, interactive strategies, print collateral design, special events planning, marketing support, public relations and direct mail for clients such as Cardinal Health, Inc., Putzmeister America, Inc., Markel American Insurance Company, Allentown Shotcrete Technology, Inc. and Devicor Medical Products.

