



IRONSHORE INC.

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FOR IMMEDIATE RELEASE

IRONSHORE ANNOUNCES ENTRY INTO PERSONAL LINES MARKET

- High Value Homeowner Program to be Offered in Selected States -

Hamilton, Bermuda, May 17, 2010 --Ironshore Inc. has announced that the company is entering the Personal Lines market to underwrite a high value homeowners program for properties valued in excess of \$1 million. The program will be offered in partnership with Hull & Company, Inc., a leading wholesale insurance intermediary. Ironshore Property's new High Value Homeowners product will be launched in Florida with other selected states to follow in the upcoming months. Mr. Daniel Olmsted, Vice President of Ironshore, will lead the initiative, reporting to John Murphy, Head of Global Property.

"Ironshore's entry into the Personal Lines sector is an exciting new direction for leveraging what we view as opportunities in the marketplace and helping to drive our continued growth strategy," said Shaun Kelly, Ironshore's Chief Executive Officer of

U.S. Operations. “Partnering with our colleagues at Hull & Company to introduce this program in Florida marks our initial foray into the high value homeowners market.”

Mr. Olmsted has more than twenty-five years experience in the personal lines industry, providing affluent and high value clients personal insurance programs. Prior to joining Ironshore, he served as President of Private Risk Services at ACE, and also was President of Personal Lines for Atlantic Mutual. Mr. Olmsted holds the CPCU designation, and received his J.D. from Fordham University.

“Hull & Company prides itself on working with the best companies in the insurance industry,” said Mike Riordan, President of Hull & Company. “We believe this new relationship with Ironshore will offer a premier, high value program, enabling our retail agency customers to meet their clients’ specialty homeowner insurance needs.”

About Ironshore

Ironshore provides broker-sourced specialty commercial property and casualty coverages for risks located throughout the world. Through its platform in Bermuda, including Iron-Starr Excess, Ironshore writes property and excess casualty insurance for global commercial risks. Ironshore’s U.S. operations write commercial property and casualty insurance, including a variety of coverages in the Management & Professional Liability, Healthcare Liability, Construction, Select Personal Lines and Environmental specialty areas, as well as Energy Property and Casualty within its Global division. Specialty coverages are underwritten at Lloyd’s through Ironshore’s Pembroke Syndicate 4000. The Ironshore group of insurance companies is rated A- (Excellent) by A.M. Best with a Financial Size Category of Class XI. Syndicate 4000 operates within Lloyd’s

where the market rating is A (Excellent) by A.M. Best and A+ (Strong) from both Standard & Poor's and Fitch. For more information, please visit www.ironshore.com.

About Hull & Company, Inc.

Hull & Company, Inc. is a wholesale insurance intermediary providing specialty products and unique solutions to the independent agency system.

Headquartered in Florida, Hull & Company has more than 600 employees in 30 locations spanning 18 states nationwide. Hull & Company is a subsidiary of Brown & Brown, Inc. For information; visit: www.hullco.com.

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