

Introducing...

Ultimate Service, Total Household Rewards and ChoicePoint®

At The Hanover, we understand that customers look to you for guidance in choosing coverages that are right for their needs and offer great value. As a result, we are committed to providing you with industry-leading products and customer service. In support of that commitment, we're upgrading our **Personal Lines Product Suite** with the addition of two new broadening endorsements at no additional cost – **Ultimate Service** and **Total Household Rewards!** And, this Spring, writing **Connections Auto** business will be even easier with an enhanced automation feature – ChoicePoint®.

Ultimate Service - "More Value, No Charge"

Ultimate Service broadens Towing and Labor and Rental coverages – at no additional cost! Ultimate Service helps you provide your customers with even greater peace-of-mind and convenience when they need it most – in the event of a claim or auto disablement.

Highlights

- Includes *Ultimate Towing and Labor* and *Ultimate Rental*.
- Affects all new and in-force auto policies that have Towing and Labor and/or Rental coverage.
- Applicable to **Connections Auto** and "Legacy" auto customers.
- Common endorsement effective date: Coverage will be "grandfathered" to all policies as of 05/15/2008, regardless of renewal or new business effective date. Therefore, claims occurring on or after 05/15/2008 will be offered this expanded coverage.
- These endorsements will begin appearing in those new and renewal policies issued on or after 05/08/2008.
- This provides a great opportunity to talk to customers who don't currently have Towing and Labor coverage.

Coverage Overview Summary

- *Ultimate Towing and Labor* pays
 - Towing and labor costs when insureds' keys are lost, broken, or accidentally locked in their auto, limited to the per occurrence limit on the declarations page; and
 - Any reasonable towing cost when the vehicle is towed to the nearest Hanover-approved repair facility following a covered disablement, regardless of the limit shown in the Coverage Selections Page.
 - Collision coverage is required for Towing and Labor to be secured.
- *Ultimate Rental* – by allowing Hanover to make rental car arrangements and repair the insured's vehicle at a Hanover-approved repair shop, Ultimate Rental will reimburse rental car expenses, up to the selected daily coverage limits, for a period of time which is reasonable for having the covered auto repaired or replaced (up to \$3,000). Collision coverage is required for Rental coverage to be secured.

Total Household Rewards - "Total Account Equals Smart Savings"

Total Household Rewards creates more benefits for customers who have both their auto and home policies with any of The Hanover's underwriting companies – at no additional cost! With Total Household Rewards, your clients could save hundreds of dollars in deductible expense in the event of a loss.

Highlights

- Includes *Certificate of Guaranteed Renewal* and *Single Loss Deductible*.
- Automatically added to all in-force and new business home and auto policies.
- Applies when both home and auto policies are in effect with The Hanover Insurance Company (or one of its affiliates), whether Connections or Legacy.
- Coupled with our “Account Credit”, Total Household Rewards makes account rounding even more compelling to your customers!

Coverage Overview Summary

- *Certificate of Guaranteed Renewal*:
 - We agree not to cancel or non-renew the auto or homeowners policy as long as they meet listed conditions such as: no adverse material change in risk or hazards, premiums are paid when due, Hanover continues to offer this endorsement, and the insured continues to insure both auto and home with us.
- *Single Loss Deductible*:
 - When there is a single loss that affects both policies we will waive the lower of the two deductibles, provided both auto and home policies are with us at the time of the loss and the loss exceeds the higher deductible limit.
 - For example: a hail storm damages an auto and a roof. The customer has a \$500 deductible on the auto and \$1,000 on the home and the loss exceeds \$1,000. The customer would only pay the \$1,000 deductible – saving \$500.
 - Debris from a wind storm damages both the insured's auto (\$1,000 deductible) and home (\$1,500 deductible) and the loss exceeds \$1,500. The customer only pays one deductible – saving \$1,000.

Policyholder Notifications

We recognize that these enhancements will only create value if your clients are aware of them, so we plan to employ a number of communication strategies:

- First, we'll announce these enhancements in a 4-color letter that we will mail on your behalf. As you'd expect, you'll receive a copy of the letter before it's distributed.
- Endorsement form numbers, 231-2698 and 231-2677 will be added to the mandatory forms list on the declarations page of their policy, and appear at first renewal following 05/08/2008.
 - New business policyholders will receive notification of the enhanced coverage when they receive their policy coverage statements unless the policy was issued in the timeframe between the implementation and the effective date. In this instance, the form number will be added to the first endorsement at the next renewal.
 - The form numbers will be added to renewals over the course of a full renewal cycle.
- We are evaluating billing stuffers to reference these new features, where applicable.
- We'll also provide you with updated cross-sell letters that promote these new features, making it easier for your front line salespeople to close the deal by showing the benefits of the new features to your customers.

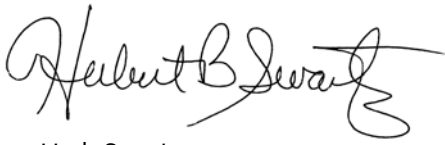
Ease-of-Doing-Business Feature

Connections Auto will be even easier to use with our recent integration of the ChoicePoint® Current Carrier product with our Point of Sale system. Current Carrier provides verification of current and previous auto coverage for potential customers. This service will result in:

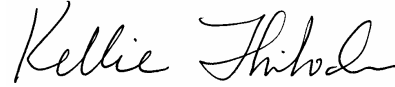
- Automatically validated Bodily Injury Limits and lapse in coverage for customers identified in the Current Carrier database;
- Enhanced Auto workflow with reduced manual follow-up activity required; and
- Improved date accuracy and integrity.

These product improvements, along with Hanover's Umbrella and Dwelling Fire capabilities, and our partnership with American Modern, help provide a complete coverage option for your customers.

Should you have any questions, please contact your Territory Sales Manager or a member of your Underwriting Team. Thank you for your continued partnership as we strive to improve our products and services in the Oklahoma marketplace.



Herb Swartz
Regional Vice President
Personal Lines



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State Manager
Personal Lines

This document offers a brief description of coverages and programs and is provided for informational purposes only. Actual coverages may vary by state. Options and credits are not available in all states. For additional information, please contact your Territory Sales Manager or a member of your Underwriting team.

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