



N E W S R E L E A S E



The Hanover Helps Agents Create Unique Value For Customers With The Platinum Experience

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—ENABLES COMPANY'S NEW HAMPSHIRE AGENTS TO ATTRACT AND RETAIN MORE PERSONAL LINES ACCOUNT CUSTOMERS—

BEDFORD, New Hampshire (February 19, 2013) [The Hanover Insurance Group, Inc.](#) (NYSE: THG) today unveiled its Platinum Experience—a robust collection of services, solutions, and products—to help its New Hampshire independent agent partners win more high-quality, personal lines account customers.

(Logo: <http://photos.prnewswire.com/prnh/20051031/NEM023LOGO>)

In an increasingly competitive and dynamic personal lines environment, Platinum helps independent agents differentiate themselves with customizable marketing tools and special services. In addition, Platinum enables the company's agent partners to attract and retain more account customers, by providing a flexible product suite for every stage of a customer's life.

"With the launch of The Platinum Experience, The Hanover has elevated its commitment to helping our independent agent partners succeed," said Mark Desrochers, President, [personal lines](#) business at The Hanover. "Hanover Platinum creates a unique value that separates us from the competition and strengthens our position as the insurer of choice for account customers that value the advice of independent agents."

There are three essential components that make up the heart of The Hanover Platinum Experience: **Hanover Platinum Services**; **Hanover Platinum Protection**; and **Hanover Platinum Solutions**. Together, they offer a fresh approach to personal lines business that enable Hanover's agents to provide account oriented customers with unparalleled protection, service and peace of mind. Platinum will be rolled-out in other states over the next several months.

Hanover Platinum Services offers unique services for Platinum customers, including great claims and customer service; easy-to-read coverage summaries and bills; online policy access; cloud based home inventory tools to easily record all valuables, and helpful information about home and auto maintenance, along with insurance safety tips; all quickly accessible through [MyHanoverPolicy.com](#).

With **Hanover Platinum Protection**, The Hanover recognizes that "one size DOES NOT fit all" when it comes to insurance. Instead, The Hanover offers products that—together—provide a customizable "total account" approach to personal lines insurance coverage. This Platinum approach helps Hanover agents to provide the right mix of auto, home, recreational vehicle and other important coverages for every stage of their customers' lives.

Hanover Platinum Solutions include a broad set of distinctive tools and programs designed expressly for agents to differentiate themselves and help attract, round and retain more accounts. The Hanover will provide its partners with access to valuable marketing services, including Website development, advertising, continuing education and lead generation. All these tools and programs are supported by local Hanover personal lines experts who work closely with agents to fully leverage these capabilities.

"As more and more direct writers flood the market with a focus primarily on price, we are thrilled to offer our agents a completely different approach, which is aimed at creating value and developing a deep, long term relationship with our customers. We believe that independent agents are the value added distribution channel and our personal lines solutions will help them win and retain the best customers," said Desrochers. "The Hanover Platinum Experience not only provides products, services and solutions that customers love; it helps our agent partners save time, sell value and grow their businesses."

The Hanover is a leading provider of business, home, auto, valuables and recreational vehicle insurance coverage in New Hampshire. Agents interested in more detail should contact The Hanover's local branch office, which is located in the Bedford Springs Office Park and can be reached at 603-472-9990. Interested agents also can visit the "Agent" section of the company's web site at [www.hanover.com](#).

About The Hanover

Founded in 1852, The Hanover Insurance Group, Inc. (NYSE: THG) is proud to be celebrating 160 years of delivering on its promises to its agent and broker partners, and their customers. The Hanover Insurance Group, Inc., based in Worcester, Mass., is the holding company for a group of insurers that includes The Hanover Insurance Company, Worcester, Mass., Citizens Insurance Company of America, Howell, Mich., Chaucer Holdings plc, London, and their affiliates. The Hanover offers a wide range of property and casualty products and services to businesses, individuals, and families through a select group of agents and brokers. The company is ranked among the top 25 property and casualty insurers in the United States. Through Chaucer, the company also underwrites business at Lloyd's of London in several major insurance and reinsurance classes, including property, marine and aviation, energy, U.K. motor and casualty. For more information, please visit [www.Hanover.com](#).

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