



W. R. Berkley Corporation Launches New “Find Your Berkley” Brand Campaign

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GREENWICH, Conn.--(BUSINESS WIRE)--

W. R. Berkley Corporation (NYSE: WRB), a leading U.S.-based provider of property and casualty insurance, today introduced a new brand campaign called “Find Your Berkley” designed to enhance brand awareness and simplify the navigation of the more than 50 specialized insurance providers within the Berkley brand.

The Find Your Berkley brand campaign includes a new Berkley logo and redesigned www.berkley.com website that blend the traditional strength and integrity of a company that has been around for more than 50 years with its entrepreneurial, innovative and people-first culture.

In addition, the Berkley Locator tool on our website has been enhanced with an interactive artificial intelligence technology to narrow your search for the right Berkley insurance provider and connect you with the right people. Alternatively, users can still select criteria using traditional drop down menus.

The campaign will initially target retail and wholesale producers via programmatic advertising. “Our objective is to increase awareness that the many strong brands under the Berkley banner are members of a unique group that offers a broad array of products and services designed to meet the insurance needs of specialty customers. By introducing new online tools, we are making it even easier for agents and brokers to learn about the breadth of our offerings and to find the right Berkley insurance providers to meet their unique needs,” commented president and chief executive officer, W. Robert Berkley, Jr.

In addition to the online tools on the new Berkley website, you can download a guidebook that provides descriptions of each Berkley insurance provider along with website addresses and direct contact information. To learn more and to download your free copy of the guidebook, please visit: www.FindYourBerkley.com.

Founded in 1967, W. R. Berkley Corporation is an insurance holding company that is among the largest commercial lines writers in the United States and operates worldwide in two segments of the property casualty insurance business: Insurance and Reinsurance & Monoline Excess.

Products and services are provided by W. R. Berkley Corporation's subsidiaries and "operating units". Operating units are not typically legal entities, but for marketing purposes may sometimes be referred to individually as "a Berkley company" or collectively as "Berkley companies".

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