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Employers Direct Launches New Website Designed to Welcome Four Key Audiences

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AGOURA HILLS, Calif.--(Business Wire)--
Employers Direct Insurance Company, California's only specialty direct writer of workers' compensation insurance, today announced the launch of its new website to welcome four key audiences: policyholders, future policyholders, job seekers, and media. The site can be viewed at www.employersdirect.com.

Efficiency drives the new navigation. Since the site's main visitors fall into four categories, the revamped site provides access to information with one easy click. On the new homepage, four distinct buttons greet visitors. Each button has a sub-navigation drag down menu with content that is customized for each audience. Visitors will find FAQ sections to be the most helpful addition to the site.

"The new design allows for a streamlined website," explained Debbie Laskey, Marketing & Corporate Communications Manager of Employers Direct Insurance Company, and website project manager. "To respond to market trends, we positioned the site for our target audiences and have implemented a user-friendly format with intuitive navigation. The result is a useful and measurable marketing tool."

At Employers Direct's new site, visitors can learn about the company's financial strength, management team, and sales and customer service teams. Breaking news regarding workers' compensation is provided by Mark Webb, Vice President of Governmental Relations of Employers Direct, and visitors can also view Mr. Webb's editorials and review his recommended links. There are password-protected areas to access claims and loss control forms and other resources in the "policyholders" section, details about the company's strengths in the "future policyholders" section, a recruitment center in the "job seekers" section, and an interactive press center that enables journalists to download press information and make inquiries in the "media" section. In addition, a link from the homepage provides information about Employers Direct's affiliated company, Plenary Insurance Services, an employee benefit consulting firm.

"Today's challenging economy demands that we have a mechanism to interface with existing and future policyholders. Our website is that mechanism, and it allows us to have an ongoing dialogue with all of our visitors so that we can provide the content that they need to remain competitive in their industries," said James E. Little, Chairman/President & CEO of Employers Direct Insurance Company.

About EMPLOYERS DIRECT INSURANCE COMPANY

Employers Direct Insurance Company is California's only specialty direct writer of workers' compensation insurance. Rated "A-" (Excellent) VIII by A.M. Best, Employers Direct has been widely accepted by business owners throughout California as a result of providing highly competitive rates, claims services designed to fight fraud and abuse, and loss prevention services that assist employers to create safe work environments. Founded in 2002, Employers Direct takes advantage of the latest technology to provide its customers with 24/7 access to all policy and claims information via a secure Internet portal. Niche industries include construction, hotels, restaurants, golf and country clubs, new car dealers, food processors, manufacturing companies, specialty supermarket chains, and retailers. Employers Direct is a subsidiary of Alleghany Corporation (NYSE: Y). Visit Employers Direct online at www.employersdirect.com.

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