

Commerce West Insurance Company Undergoes New Branding Efforts as “A MAPFRE Company”

Pleasanton, CA (May 15, 2009) – Today, Commerce West Insurance Company (CWIC) announced plans to strategically align company branding efforts with that of MAPFRE, displaying the financial strength and stability gained from MAPFRE’s acquisition of The Commerce Group, Inc. in June 2008.

“Commerce West Insurance is proud to have become a part of MAPFRE,” said John Donahue, Chief Operating Officer. “By recognizing Commerce West as ‘A MAPFRE Company’ we demonstrate our commitment to uphold the strong values of providing consistent and superior products, state-of-the-art technology and a world-class customer experience for both our agency partners and customers alike.”

As part of its efforts to align with the MAPFRE brand, Commerce West will introduce a new logo which includes the wording ‘A MAPFRE COMPANY’. Commerce West will discontinue the use of its current triangle logo on specific print materials but will maintain Commerce West Insurance Company, Inc. as the name of the legal entity.

Commerce West’s new logo will be launched in phases, beginning with its consumer website, commercwest.net. Additional brand enhancements will be introduced through corporate advertising and marketing initiatives throughout the year.

MAPFRE is the leading insurer in both Spain and Latin America, the tenth largest non-life insurer in Europe, and employs over 25,000 people world wide. To learn more about the MAPFRE group of companies, visit the MAPFRE web site at <http://www.mapfre.com>.