

September 10, 2014

Dear Valued Customer:

Earlier this week, John Snyder wrote to you announcing the merge of Snyder Insurance Agency and R&R Insurance Services, Inc. On behalf of all of us at R&R, I want to welcome you! This merger unites two of Wisconsin's most respected insurance agencies. Similarly, both organizations are family owned. R&R has been serving the needs of families and businesses in Wisconsin for almost 40 years now.

As John had mentioned previously, this merger will be seamless. Your insurance will continue to be serviced from the same office, with the same great agents and staff, in Oconomowoc. We will continue to provide you with exceptional personal service. R&R's quick claim response, knowledge, and expertise has been recognized by the Independent Insurance Agents of America as an agency with the highest standards and "Best Practices" within the insurance profession.

R&R Insurance represents virtually all of the same insurance companies as Snyder Insurance. As a result, there will be no effect on your current policies, coverages, or premium costs. This change should be a positive one for you as we can provide you with more resources. If you'd like to learn more about us, then I encourage you to check out our website: www.myknowledgebroker.com.

This merger represents an exciting opportunity for Snyder Insurance and R&R Insurance as we continue our commitment to the communities of Southeastern Wisconsin. I want you to know that we appreciate and value your business; I promise that you will continue to receive the highest level of service that you have come to know.

If you have any questions, please do not hesitate to call us at 262-567-0288.

Warmest regards,

A handwritten signature in black ink, appearing to read "Ken P. Riesch". The signature is fluid and cursive, with the first name "Ken" and last name "Riesch" clearly distinguishable.

Ken Riesch
President & Owner
R&R Insurance Services, Inc.