

November 29, 2012

Joseph G. Murphy
Commissioner
MA Office of Consumer Affairs & Business Regulation, Division of Insurance
1000 Washington St., Suite 810
Boston, Massachusetts 02118-6200
ATTN: Cara Blank, Property Casualty Actuary

Re: Esurance Insurance Company
NAIC Numbers: 0008-25712
Group Marketing Filing
Company File #: 12-MA-EIC-PARL-02

Dear Commission Murphy,

This filing is submitted for the Department's review and approval. This filing is a supplementary rule filing to our Rate & Rule filing #12-MA-EIC-PARF-01. This filing presents Esurance Insurance Company's Group Marketing plan.

The following attachments are included for your review and acknowledgement:

- Group Marketing Checklist
- Group Marketing Support Exhibits

This filing has been reviewed and complies with all applicable Massachusetts laws and regulations now in effect. We request this filing be made effective for new business written on or after June 6, 2013.

Please direct any correspondence or questions to Madhavi Rao, Product Manager, at 650 Davis St, San Francisco, CA 94111. You can contact Madhavi at (415) 875-4090 or by email to mrao@esurance.com.

Thank you for your assistance.

Sincerely,



Eric A. Madia, FCAS, MAAA
Director, Product and Actuarial Management