

Philadelphia Insurance Companies Selects Prima IBCS™ the Foundation of the ACORD Information Model to “Jumpstart” their Strategic Enterprise Architecture Initiative

Chicago, IL — September 12th, 2009: Prima Solutions, provider of a buy and build software framework dedicated to the insurance industry announced today that Philadelphia Insurance Companies has chosen Prima IBCS™, the leading insurance reference model now adopted by ACORD as the insurance industry standard Information Model to “jumpstart” their strategic enterprise architecture initiative.

Philadelphia Insurance Companies has adopted the Prima Solutions software framework as stated by Alfred Goxhaj, Vice President of Enterprise Technology and Architecture said: “to leverage the proven industry standard reference model and its software productivity tool kit so we can accelerate our enterprise development efforts.” The adoption of the Information Model provides Philadelphia Insurance Companies the flexibility to enter new product lines through implementation or acquisition because the model enables easier integration. This approach promotes the reusability of services and reduces the costs and risks associated with the deployment of a Service Oriented Architecture (SOA).


“Prima Solutions is pleased Philadelphia Insurance Companies has chosen to implement Prima IBCS™, the industry leading reference model adopted by ACORD. This continues to reinforce the importance of data governance and using standards in the insurance industry. By partnering with us, Philadelphia Insurance Companies acquired our foundation software, which guarantees consistency, productivity and quality across their entire program, but also allows them to access the depth of our resources and experience in implementing similar solutions,” said Hugues Delannoy, CEO, Prima Solutions.

About Philadelphia Insurance Companies

Philadelphia Consolidated Holding Corp., (the "Company"), (NASDAQ: PHLI) through its subsidiaries designs, markets and underwrites commercial property/casualty, professional liability and personal lines insurance products incorporating value added coverages and services for select industries or niches including, among others, nonprofit organizations; the health, fitness and wellness industry; select classes of professional liability; the rental car industry; automobile leasing industry; and personal property and casualty insurance products for the homeowners and manufactured housing markets. A select group of “preferred agents” and a broader network of independent agents supplement the production underwriting organization, which consists of 47 regional and field offices across the United States.

The Company's subsidiaries select and target industries and niches that present specialized areas of demand where it can grow business through creatively developing insurance products with innovative features specially designed to meet those areas of demand. These features are not included in typical property and casualty policies, enabling competition to be based on the unique or customized nature of the coverage provided as opposed to price. An adherence to an underwriting philosophy aimed at consistently generating underwriting profits through sound risk selection and pricing discipline is maintained.

Philadelphia Consolidated Holding Corp., whose commercial lines insurance subsidiaries are rated A+ (Superior) by A.M. Best Company and A1 for insurance financial strength by Moody's Investors Service, and whose personal lines insurance subsidiaries are rated A-(Excellent) by A. M. Best



Company, is nationally recognized as a member of Ward's Top 50, Forbes' Platinum 400 list of America's Best Big Companies and Forbes' 100 Best Mid-Cap Stocks in America.

About Prima Solutions

Prima Solutions provides insurance and reinsurance companies with a unique combination of standards, software and services which allows for structured processing of enterprise information enabling greater control and data integrity across their organization. Prima Solutions provides a standard-based software framework to support incremental transformation of existing Insurance IT systems into component-based Service Oriented Applications. Built around an extensive Insurance Reference Model (Prima IBCS™), a template-based code generation toolset and an innovative business service repository (Prima Repository™), the Prima software framework complements existing infrastructure to enable a pragmatic and efficient approach to SOA transformation. Dedicated to the insurance industry, Prima Solutions' technology promotes Reusability and renewed Business and Technical Agility.

Founded in 2000 Prima Solutions operates globally from offices in Paris, London, Chicago and Tokyo. Projects implemented by Prima Solutions' customers involve General, Health, Life and Pension Insurance products for core distribution, underwriting, policy administration and claims processing. Prima Solutions is a member of ACORD and OMG.



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