

January 7, 2010

The Murphy Insurance Group Announces Partnership with August Felker and the Bluebird Investment Company

On January 1, 2010, The Murphy Insurance Group announced a new strategic and equity partnership with the Bluebird Investment Company and its Principal, August Felker.

Steve and Pat (PJ) Murphy, the principals of The Murphy Insurance Group, undertook this step in order to position the firm as strongly as possible for innovation and growth in 2010 and beyond. Both Steve and PJ remain as shareholders in the company with their same duties and responsibilities. “Partnering with Bluebird was the ideal scenario for us,” noted company President Steve Murphy. “We are the same firm, and all of our customers and underwriter partners will continue to enjoy the same level of excellent service and high integrity they’ve always seen from The Murphy Insurance Group. Our associates will all remain and will benefit from the prospects of excellent growth opportunities. PJ and I are excited to continue to expand and improve the service offerings of the company for many years to come, working together with our new partner, August.”

August Felker formed the Bluebird Investment Company in 2009 to invest in and help grow a market-leading commercial insurance agency. Concurrent with Bluebird’s investment in the company he also joined the business as the new CEO, and is working together with Steve and PJ to lead the company. Previously, August worked at the large brokerage Marsh Inc and comes from a long line of passionate and successful insurance brokerage entrepreneurs stretching back to his great grandfather. August explains, “I am passionate about insurance, and passionate about providing unsurpassed customer service. Investing in and joining The Murphy Insurance Group is a dream come true for me. This is a tremendous firm - with top-notch people, excellent carrier partners and a loyal, diverse customer base. It’s an honor to be a part of it, and I look forward to working with Steve and PJ over many years to make a great company even greater.”

About The Murphy Insurance Group

The Murphy Insurance Group has been serving clients with innovative insurance products and services since its founding in 1990. Through its MurphyWorks program, The Murphy Insurance Group provides its customer base with proactive ways to control insurance costs through risk management value-added services.

Please contact Ben Shortreed at (608) 849-6873 with questions.