LARGEST GROUP OF PEOPLE DRESSED AS “WALDO”

What does a company that has set records for technology leadership, an employee-friendly workplace, and industry-leading results do to top its performance? How about set an official Guinness World Record?! That was part of the motivation behind the Guinness World Record for the Largest Gathering of People Dressed as “Waldo,” which ACUITY set on December 10, 2008. Wearing custom-made attire matching the character in the internationally renowned “Where’s Waldo?” books, 577 ACUITY employees gathered at the insurer’s Corporate Headquarters to break the previous World Record of 127.

The other motivation for the event was to give employees a unique way to share in the company’s success. Companies that are serious about business but have fun doing it are the most successful.
EXECUTIVE FEATS OF ACHIEVEMENT

DEEPEST PHILANTHROPIC POCKETS
In 2008, ACUITY’s charitable contributions were 150 percent of the amount from last year. Over the past five years, ACUITY has contributed $9,000,000 to worthy causes.

BIGGEST AUDIENCE
In 1987, Senior Commercial Underwriter Maru Svoboda (pictured, right) — performing as Gary Bennett — opened for Tanya Tucker (pictured, left) in front of a crowd of 28,000 people in the Houston Astrodome.

MOST PROFITABLE
At the beginning of 2008, The National Underwriter named ACUITY “Profit Champion” in its first-ever “Underwriting Profit Hall of Fame,” based on an average six-year combined ratio. As the year concluded, ACUITY continued its record-setting trend of outperforming the industry in profitability.

MOST CLOTHES PINS CLIPPED ON A FACE
The record for most clothes pins clipped on a face is 160 and was achieved by Garry Turner (UK) on the set of Guinness World Records, Madrid, Spain, on January 9, 2009.

MOST HOT DOGS SERVED DURING WIENERMOBILE VISIT
When the Oscar Mayer Wienermobile visited ACUITY’s Corporate Headquarters in 2008, employees ate enough hot dogs to span the length of a football field.

BEN SALZMANN
PRESIDENT AND CEO

“The record I am most proud of is ACUITY’s consistency. We were there, are there, and will be there for our agents and policyholders.”

MOST MILES TRAVELED BY A PAPIER MACHE DOG
While traveling for ACUITY’s 2008 Speaking Tours, “Pety” racked up enough miles to have circled the globe!
EXECUTIVE FEATS OF ACHIEVEMENT

GREATEST POLICY COUNT
In a year when insurers struggled to achieve positive momentum, ACUCY continued its upward policy growth trend, setting a new record for in-force policies in 2008.

DID YOU KNOW?
ACUCY ranks as the 25th largest insurer in the nation, the highest ranking in company history.

LONGEST DISTANCE ON HOT PLATES
The record for the longest distance walking over hot plates is 62 feet 6 inches and was achieved by Rolf Iven (Germany) on the set of Guinness World Records in Cologne, Germany, on September 9, 2006.

BEST PERFORMING INSURER
ACUCY was named to the Ward’s 50 list of best performing companies again in 2008. The ninth consecutive inclusion on the list is a company best.

GREATEST ODDS BEATEN
Senior Premium Auditor Scott O’Ferndahl (pictured, left) beat odds of 92 million to 1 by rolling a perfect 300 game in bowling and hitting a hole-in-one in golf.

TALLEST MOUNTAIN CLIMBED
At 2 p.m. on September 10, 2008, Bruce James (pictured, left), Partner at Sorhage & Jones Insurance Agency in Denver, Colorado, reached the 19,340-foot peak of Mount Kilimanjaro, the world’s highest free-standing mountain and one of the largest volcanoes in the world.

BEST PARTNER
Success in business requires strong partnerships. Agents gave ACUCY their highest marks ever on the 2008 Speaking Tour survey.
SALES SUCCESSES AND CREATIVE COMMUNICATIONS

BEST EDUCATED AGENTS
ACUITY made a record investment in continuing education for independent agents in 2008, exceeding 800 in-agency CE seminars for the first time in history and helping agents earn an all-time high 18,832 CE credits.

MOST CREATIVE ANNUAL REPORT
ACUITY’s 2007 Annual Report earned the most prestigious recognition of any in ACUITY’s history. The report garnered two International Platinum Awards from the Association of Marketing and Communication Professionals, more than any other insurance carrier.

WALLY WALDHART
VICE PRESIDENT - SALES & COMMUNICATIONS
“ACUITY’s record-setting performance in 2008 simply wouldn’t have been possible without the support of the most professional agents in the industry.”

YOUDEST (AND CUTEST) TWIN ADVERTISING MODELS
Twins Cordelia (pictured, left) and Louisa (pictured, right), now age five, began modeling for ACUITY at age four. Their photo session “demands” include post-shoot trips to Dairy Queen!

HEAVIEST CAR BALANCED ON THE HEAD
John Evans (UK) balanced a gutted Mini car weighing a total of 352 pounds on his head for 33 seconds at The London Studios, London, England, on May 24, 1998.

MOST MILES RUN
General Manager Brian Bentshek (pictured, left) has logged over 7,000 miles running over the past five years. That’s equivalent to running from the East to the West Coast of the United States two and a half times!
**SALES SUCCESSES AND CREATIVE COMMUNICATIONS**

**MOST DISC GOLF PLAYED IN FIVE DAYS**

In 2004, Joe Hullin (pictured, above) and Ryan Kunesh, both Senior Programmer Analysts at ACUITY, created the “Labor Day 100,” playing 100 holes of disc golf at courses throughout southeastern Wisconsin. The annual tradition typically includes courses in four counties, requires nearly 10 miles of walking, and takes up to 15 hours to complete.

**HIGHEST JUMP**

Skydiver Jeff Magowan, Vice President at Garceau, Wenick-Kutz, Magowan Insurance in Escanaba, Michigan, has jumped from 22,000 feet. Jeff, pictured in the blue suit with a student in the yellow suit performing a tandem jump, has jumped over 1,275 times since 1986 and has earned his Gold Wings and Export License.

**MOST SEAFOOD SERVED**

Over 2,500 pounds of seafood were consumed by discerning agents at our 2008 Speaking Tours. That’s 1/4 ton!

**DID YOU KNOW?**

Since ACUITY started its Cash Rewards program, agents have earned an amazing $3.3 million — just for submitting business online!

**FASTEST TIME TO ESCAPE FROM A SUITCASE**

The fastest time to escape a zipped suitcase was 7.04 seconds, achieved by Leslie Tipton (USA) on May 31, 2006, in Los Angeles, California, during Book Expo America.

**GUINNESS WORLD RECORDS**

**MOST VALUABLE AGENTS**

Despite the soft market, the number of agents with over $500,000 in volume with ACUITY reached an all-time high.

**BIGGEST BLOCKBUSTER**

Agents recognize ACUITY’s Speaking Tours as a tremendous educational opportunity and turned out in record numbers in 2008, topping 4,000 for the first time in company history.

**MOST MEMORABLE VISITS**

Agents new to ACUITY’s Corporate Headquarters get a personal tour of the “Interrogation and Torture Chamber,” a room filled with ACUITY swag but decorated in macabre medieval décor!
Most Points Scored
Jim Breech (pictured, below), Vice President at The Hausser Group in Cincinnati, Ohio, played 14 seasons as placekicker in the NFL, 13 of them with the Cincinnati Bengals. His 1,152 points with the Bengals are a franchise record. He is also second all-time in the NFL for scoring in 186 consecutive games and was a perfect nine for nine in overtime field goals, an NFL record. He played in two Super Bowls, and in Super Bowl XXIII he converted all three field goals attempted and scored 10 of Cincinnati’s 16 points.

Most Strokes
The ACUITY golf outings are great fun, but they’ll never be mistaken for the PGA tour. Agents took over 113,000 strokes at our 2008 tours!

Most Miles Driven
Handling North and South Dakota and a large portion of Minnesota means Territory Director Steve Leoppeke (pictured, right) puts a lot of miles on his vehicle. Over the span of his career, Steve has driven far enough to go to the moon and back... three times!

Ed Warren
Vice President - Commercial Lines

“2008 was a challenging market in commercial lines, which makes ACUITY’s record-setting year of policy growth and quote success even more remarkable.”

Most Produce “Produced”
ACUITY distributed 600 bags of sweet corn to its employees in 2008 — enough ears to stretch across eight football fields.

Highest Altitude Reached by Helium-Filled Party Balloons
Mike Howard (UK) and Steve Davis (USA) ascended to a height of 18,300 feet using 1,400 helium-filled toy latex balloons near Albuquerque, New Mexico, on August 4, 2001.

Highest Policy Count
Despite an entrenched soft market in 2008, ACUITY’s commercial lines policy count surpassed 82,000 for the first time ever, thanks to strong partnerships with independent agents.
LONGEST TENURE
Sandy Ostermahn (pictured, far left), Commercial Processing Manager, and Karla Radovan (pictured, second from right), Personal Lines Services Manager, joined ACUiTY’s staff in 1967!

★ GREATEST QUOTE REQUESTS RECEIVED
Agents continued to seek out ACUiTY as a market for commercial lines business. In 2008, they submitted a record 47,463 quote requests!

GUINNESS WORLD RECORDS
MOST HEAD SPINS IN ONE MINUTE
The record for the most head spins in one minute is 109 and was achieved by Aichi Ono (Japan) at the World Trade Center, Hong Kong, China, on December 30, 2007.

BEST SKIER
Barry Young (pictured, right), Senior Loss Control Representative in Idaho, won the overall title for the Men’s 3 age division at the 2007 Water Ski National Championship!

MOST CONSECUTIVE ANTHEMS SUNG
For each of the past 12 years, Manager - Commercial Underwriting Stephanie Schreiber (pictured, left) has opened the Sheboygan County Fair by singing the National Anthem. Stephanie has also sung the National Anthem before Lakeland College athletic events, and she has earned a National Choral Award!

DID YOU KNOW?
ACUiTY’s Loss Control Representatives average over 24 years of experience! Combined, that’s over 880 years of insurance company loss control expertise!

★ STRONGEST HIT RATIO
In 2008, ACUiTY was successful in writing a remarkable 38.1 percent of commercial lines quotes presented, an all-time record.

FASTEST BACK-TO-BACK TOUCHDOWNS SCORED
In the 1969 season, Jeff Conneran (pictured, number 81) Senior Commercial Field Underwriter, scored two touchdowns within just six seconds as a varsity football team member at Ashwaubenon High School in Wisconsin – a Bay Conference record. The former Jaguar caught a long pass for a score, then snared another touchdown pass on the first play after a fumble on the ensuing kickoff.
GREATEST WRITTEN PREMIUM
A combination of precise and fair pricing, valuable coverage, and ease of doing business propelled personal lines premium to a record amount in 2008, an increase of over 30 percent in just four years.

BEST RECORD-SETTING EFFORT
On two separate occasions, Marketing Analyst Tracy Chaloupka (pictured, left) organized an event to break the World Record for the longest relay swim. Although thousands participated in the two events, the effort fell just short — but no other employee has attempted to beat the same World Record twice!

MOST COOKIES CONSUMED
Attendees at ACUTY Town Hall meetings in 2008 took home 16,600 Girl Scout cookies. If stacked on top of each other, those cookies would stretch to a height that exceeds the tallest water tower in the world, located in Union, New Jersey!

ED FELCHNER
VICE PRESIDENT – PERSONAL LINES
“ACUTY set several new records in 2008, as we wrapped up one of our best years ever in personal lines.”

FIRST POLICY SOLD IN IDAHO
ACUTY’s first policy written in Idaho was booked by Bob Schmidt (pictured, below), Principal of Check and Company Insurance in Boise. Bob wrote his first policy, a Road and Residence, to insure his own home and autos.

LARGEST IN-OFFICE AVIARY
The Maguire Agency has an aviary that spans almost an entire wall of its Roseville, Minnesota headquarters, containing nearly two dozen exotic birds.

SHORTEST TIME TO ENTER NEW STATES
In just five years, ACUTY has entered eight new states of operation!
MOST NEW BUSINESS

ACUITY wrote the most personal lines new business in its history during a two-year span from 2007-2008.

HIGHEST PERCENTAGE OF INTERNET POLICY CHANGES

In addition to writing a record amount of new business electronically, ACUITY set a new benchmark for personal lines policy changes submitted via the internet, receiving six times more endorsements online in 2008, than just five years ago.

STRONGEST COOPERSTOWN CONNECTION

Dan Schneider (pictured, right), Principal at The Schneider Group in Tucson, Arizona, had a .500 batting average in 1965 with the Milwaukee Braves. Dan broke into the Major Leagues at age 20. In his career as pitcher for the Braves and Houston Astros, he played alongside Hall of Famers and other baseball legends such as Hank Aaron, Warren Spahn, Eddie Mathews, Lew Burdette, Phil Niekro, Joe Morgan, Joe Torre and Bob Uecker.

MOST HELPFUL UNDERWRITERS

ACUITY’s Personal Lines Underwriters handled an incredible 91,201 phone calls in 2008 – a record 7,300 calls each from agents, policyholders, and others. Add up the total talk time, and underwriting staff would have been on the phone for 46 straight days!

SMALLEST WAIST (LIVING PERSON)

Cathie Jung (USA), who stands at 5 feet 8 inches, has a corseted waist measuring 15 inches. Un-corseted, it measures 21 inches.

DID YOU KNOW?

A group of five ACUITY Marketing employees – Suanne Cavanaugh, Mike Skalton, Lisa Deebert, Tricia Deming, and Sarah Diama – formed a walking group that has grown to 11 people and that covered a combined total of 2,500 miles in 2008, simply by walking in and around Corporate Headquarters during morning and afternoon breaks!

MOST MILES BIKE FOR MS

Jim Strandberg (pictured, left), Director of Product and Research, is a regular participant in the annual Bike MS fundraiser for the National Multiple Sclerosis Society. To date, he has logged over 1,200 miles for Bike MS – the distance from Sheboygan, Wisconsin, to West Palm Beach, Florida.

HIGHEST POLICY COUNT

ACUITY set a company record in personal lines policy count, finishing the year at over 147,000 for the first time in our history.
**“WILDEST” CLAIM**
When an ACUITY policyholder in Tennessee left home to walk her dogs, she returned to find her street blocked off by police and the SWAT team attempting to remove a deer that had broken through a glass door. The distraught animal wreaked havoc in nearly every room of her home.

**BEST SERVICE**
Fast response, personal service, and fair settlement enabled ACUITY to maintain its industry-leading 97 percent claim satisfaction rating for a record tenth straight year.

**BEST IN CLAIMS TRAINING**
In 2008, The International Insurance Institute honored ACUITY with its first-ever Loyalty Award, given to ACUITY for demonstrating a high level of dedication to claims education and training.

**BEST NON-CLAIMS SERVICE**
Claims Representative Stephen Katz (pictured, left) personally delivered a can of gas to a stranded policyholder— even though there was no claim and no coverage!

**HIGHEST STORM LOSSES**
In 2008, ACUITY handled over 5,809 storm claims, representing $36 million in losses, the highest ever.

**JAMIE LOIACONO**
Vice President - Claims
“Despite record-setting storm losses in 2008, ACUITY maintained our world-class levels of claims service.”

**FASTEST TIME TO SHOOT TEN ARROWS**
The fastest time to shoot ten arrows is 1 minute 7 seconds and was achieved by Luis Cañizares Martín (Spain) on the set of Guinness World Records: El Show de los records in Madrid, Spain, on June 4, 2006.
HAIRIEST FAMILY

Victor "Larry" Ramos Gomez (Mexico) is one of a family of 19, spanning five generations and all with the rare condition known as congenital generalized hypertrichosis, characterized by excessive facial and torso hair.

BEST HOLIDAY CLAIM SERVICE

While at a family gathering in Stevens Point, Wisconsin, on the 4th of July, 2006, Field Claims Representative Jody Holms (right) handled a claim for Ray Olson, President of Premier Alliance Property & Casualty in Nampa, Idaho.

GREATEST DOLLAR SAVINGS FROM MANAGED CARE

Controlling medical costs is a priority for commercial policyholders. ACUITY set a record in managed care savings in 2008, exceeding $40 million for the first time in company history.

DOLLAR SAVINGS FROM MANAGED CARE

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<tr>
<th>Year</th>
<th>Savings (in millions)</th>
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GREATEST PERCENTAGE SAVINGS FROM MANAGED CARE

ACUITY’s managed care savings continue to outpace the increase in claim dollars, setting a new record in 2008 and outpacing its peer carriers by 22 percent.

HIGHEST SCORING HALL OF FAME DEFENSEMAN

Reed Larson (pictured, left), Producer at Advance Agency in Bloomington, Minnesota, was inducted into the NHL Hall of Fame in 1996. He set several team records for the Detroit Red Wings, where he played most of his 11-year NHL career. Reed is one of only three defensemen in NHL History to record at least nine straight seasons with 50 or more points!

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DID YOU KNOW?

ACUITY’s goal is to achieve meaningful, same-day contact when claims are reported. The company continued to achieve that objective 96 percent of the time in 2008.

FIRST IN FRAUD FIGHTING

In 2008, the Anti-Vehicle Crime Association of Wisconsin (AYCAW) presented ACUITY its first-ever Certificate of Appreciation for ACUITY’s support of the Association’s efforts to fight vehicle crime.

HIGHEST SALVAGE AND SUBROGATION RECOVERIES

ACUITY recovered over $20 million in salvage and subrogation for a record third straight year.
FINANCIAL FEATS OF STRENGTH

MOST POLAR PLUNGES
Keith Kremer (pictured, right), Programmer Analyst, has taken the New Year’s Day plunge into Lake Michigan with the Sheboygan Polar Bears eight times! His coldest dip was 19 degrees in 2009.

GREATEST INVESTMENT IN EMPLOYEES’ FUTURES
ACUITY’s total annual 401(k) contributions reached an all-time high in 2008, nearing the $10 million mark.

TALLEST DOG
The tallest dog ever is Gibson, a Harlequin Great Dane, who measured 42.2 inches tall on August 31, 2004, and is owned by Sandy Hall (USA) of Grass Valley, California.

HIGHEST AGENT COMMISSIONS
In the past ten years, ACUITY has paid $1 billion in commission to independent agents. Stacking one billion dollar bills would extend 66 miles into outer space!

MOST THREE-POINTERS
On January 19, 1996, as a member of the varsity basketball squad at Amesworth High School in Nebraska, ACUITY Territory Director Seth Miller (pictured, above) scored nine three-pointers in one game—a Bulldog record that still stands.

WENDY SCHULER
VICE PRESIDENT – FINANCE

“Even with the turmoil in the world financial markets in 2008, ACUITY’s strong, stable, and consistent performance is what agents and policyholders have come to expect.”

MOST MARRIAGE CEREMONIES PERFORMED
In his duties as Commissioner in Williamson County, Tennessee, ACUITY Territory Director Greg Davis (pictured, below left) has conducted ten weddings.
LONGEST COURTSHIP
Looking through her baby book, Wendy Schuler (pictured, in crib), Vice President – Finance, was surprised to find the parents of her husband, Steve (pictured, left listed in the visitor log. It turns out that Steve’s parents weren’t at the hospital to visit Wendy – they were there for Steve! The future husband and wife were born at Holy Family Hospital in Manitowoc, Wisconsin, one day apart!

RECORD AUDIT AVERAGE
In the last four years, ACUITY has collected over $75 million in additional premium earned as a result of premium audits, an all-time record yearly average of nearly $18.5 million!

LONGEST LASTING SINGING ENGAGEMENT
For 40 years and still counting, Charles Whitehead, Co-Owner of Brown Insurance Group in Crossville, Tennessee, has been a member of the Brotherhood Quartet gospel group. During this time span, the group has performed at several hundred events. On the album cover in the upper left, Charlie Whitehead is in the first row, second from the right. On the second album cover, he is leaning on the piano.

DID YOU KNOW?
ACUITY is rated A+ by both A.M. Best and Standard & Poor’s.

MOST DEVOTED DISNEY FAN
Jennifer Fahrenkrug (pictured, right) is a self-proclaimed Disney addict. The Michigan Territory Director has visited Walt Disney World 35 times in 35 years!

MOST CONSISTENT EXPENSE RATIO
Despite softening premiums combined with volatile commodity costs, fuel prices, and other expenses, ACUITY’s expense ratio stayed remarkably consistent in 2008.

STRONGEST SURPLUS
2008 was a down year for the industry, which lost surplus at a record rate. Yet over a seven-year period, ACUITY’s surplus growth is over double that of the industry.
FINANCIAL FEATS OF STRENGTH

STATEMENT OF INCOME
For the Year Ending December 31, 2008

Underwriting income $746,710,998

Underwriting deductions
Losses incurred $437,705,289
Loss expenses incurred 80,601,152
Underwriting expenses incurred 206,839,462
Total underwriting deductions 725,145,803
Net underwriting gain 20,574,195

Investment income:
Net investment income earned $54,438,674
Net realized capital gains (losses) (26,231,074)
28,207,600

Other income 1,663,835

Net income before dividends and taxes 50,463,535
Policiesholders’ dividends 17,733,990
Net income after dividends and before taxes 32,729,345
Income taxes (including deferred) 3,140,924
Net Income $29,588,421

Statements do not reflect the consolidated operations of two insurance subsidiaries and are presented on the basis of unconsolidated generally accepted accounting principles (GAAP).

COMPARATIVE STATEMENT OF CONDITION

December 31, 2008 2007

ASSETS

Bonds $1,181,267,429 $1,182,303,786
Stocks 124,566,667 177,977,699
Other invested assets 86,288,266 153,316,778
Premiums receivable 239,537,505 244,792,254
Cash and short term investments 39,621,469 31,969,570
Accrued interest and dividends 15,796,255 14,744,453
Property and equipment, net 62,567,281 66,912,689
Reinsurance recoverables 57,106,487 56,965,844
Deferred acquisition costs 63,580,183 63,455,286
Deferred income taxes recoverable 64,175,248 0
Other miscellaneous assets 27,249,167 6,649,959
Total Assets $1,961,489,677 $1,998,578,818

LIABILITIES AND SURPLUS

Loss reserves $659,263,635 $619,619,483
Unearned premium reserves 353,126,025 358,078,130
Loss adjustment expense reserves 191,126,852 174,527,843
Accrued expenses 72,292,406 76,935,100
Deferred income taxes payable 0 4,102,484
Other miscellaneous liabilities 4,315,251 4,260,345
Total liabilities 1,206,135,069 1,237,051,280
Policiesholders’ surplus 681,354,608 761,427,530
Total Liabilities and Surplus $1,961,489,677 $1,998,578,818

A.M. Best Rated A+, Superior Standard & Poor’s Rated A+

HANDPRINT OF WORLD’S LARGEST MAN
The tallest man in medical history is Robert Pershing Wadlow (USA) who, when last measured on June 27, 1940, was found to be 8 feet 11.1 inches tall. He had hands that measured 12.75 inches from the wrist to the tip of his middle finger. He wore a size 25 ring.
Actuarial and Information Insights

Most World Records Broken in Shortest Time
In just ten days, Suanne Cavanaugh (pictured, right), Team Manager - Regulatory Affairs, was part of three official Guinness World Record Events! On December 10, 2008, she helped ACUTY set a new World Record for the Largest Gathering of People Dressed as Waldo. Ten days later, she was part of the crowd at the Milwaukee Bucks game that set the World Record for the Longest Sustained “Wave” at 6 minutes 26 seconds and also established the record for the Loudest Indoor Stadium Crowd at 106.6 decibels.

Best Rock-Paper-Scissors Performance
Commercial Lines Underwriter Nick Fitzgerald (pictured, below) beat out 50 other contenders to claim the Regional Championship and earn a spot in the national tournament of the United States of America Rock-Paper-Scissors League!

Most Basketball Broadcasts
Mac McCausland (pictured, left), Vice President at RBCM Insurance in Waterloo, Iowa, has been the color analyst for 810 televised Big 10 and Missouri Valley men’s and women’s basketball games over the last 27 years. He is seen on ESPN, Fox Sports, and Mediacast.

Pat Tures
Vice President - Actuarial
“ACUTY’s record-setting policy growth and customer retention shows we are setting rates competitively and fairly.”

Strongest Growth for Accounts Under $25,000
ACUTY continued to experience strong growth among commercial lines accounts of all sizes. Those under $25,000 in premium surpassed 75,000 for the first time in company history.

Most Chainsaw Juggling Catches
The most chainsaw juggling catches is 88 and was achieved by Aaron Gregg (Canada) on the set of El Show Olímpico, in Mexico City, Mexico, on July 28, 2008.
**MOST STABLE PERFORMANCE**
With softening premiums continuing to put pressure on insurers’ results, ACUITY’s consistent accident year loss ratio over the past five years is a remarkable accomplishment.

**MOST APPEARANCES BY A HUSBAND/WIFE MR./MRS. CLAUS TEAM**
Since first performing in 1985, Bob Belger (pictured, right) and his wife, Karen (pictured, left), Inside Claims Representative, have appeared as Mr. and Mrs. Claus 1,750 times!

**LARGEST SCORPION HELD IN THE MOUTH**
Dean Sheldon (USA) was able to hold in his mouth a scorpion, measuring 7 inches for 18 seconds on the set of Guinness World Records: Primetime on December 21, 2006.

**MOST CINDER BLOCKS BROKEN BY HAND**
In a display of Tang Soo Do, Commercial Lines Underwriter Jason Grunewald (pictured, left) broke two stacked cinder blocks at ACUITY’s Corporate Headquarters. His personal best is four. Ouch!

**MOST FUTURE PRO ATHLETE TEAMMATES**
Leroy Hamilton (pictured, second row third from right), Inside Claims Representative, played varsity basketball at Mt. Carmel High School in Chicago with future Philadelphia Eagles quarterback Donovan McNabb (pictured, second row far right) and five-time NBA All-Star Antoine Walker (pictured, third row third from right). After high school, Leloy became an All-American Player in basketball at Marian University in Fond du Lac, Wisconsin.

**MOST LOYAL CUSTOMERS**
ACUITY didn’t just write record numbers of new personal lines policies in 2008; it maintained retention rates of over 91 percent for a record fourth straight year.

**FIRST POLICIES SOLD IN UTAH**
ACUITY’s first policies in Utah were written by the Curry Insurance Agency in Tooele. Agency owner Max Curry, Sr. wrote a Bob-Pak, and Producer Allyn Lloyd booked the first personal lines policy.

**DID YOU KNOW?**
ACUITY’s Switchboard personally answered over 300,000 incoming calls in 2008.
HUMAN RESOURCES HIGHLIGHTS

★ STRONGEST STAFF STABILITY

ACUITY has achieved a voluntary staff turnover rate of 2.2 percent for a record seven straight years, providing agents and policyholders with a stable team of service-focused professionals.

2008 VOLUNTARY TURNOVER

12.0%

2.2%

COMPARABLE COMPANIES

“Tea the Great Place to Work for in America by Fortune Magazine’s Best 100 Places to Work in America

BEST PLACE TO WORK

In 2008, ACUITY was honored as one of the Top Five “Best Medium-Sized Companies to Work For in America” by the Great Place to Work Institute for a record fifth straight year. No other company in the nation, in any industry and of any size, can equal that!

TOPS IN LEADERSHIP TRAINING

ACUITY was the only independent agency carrier to be ranked among the top 20 companies on the 2008 Best In Leadership Development list, chosen by Executive Excellence Publishing Group!

FITTEST FAMILY

Field Claims Manager Lea Kapral (pictured, fur right) runs half-marathons – as do 17 other members of her immediate family!

JOHN SIGNER

VICE PRESIDENT - HUMAN RESOURCES

“ACUITY’s employees are the reason we have set all-time records in so many key categories of performance.”

BEST CAREER-SPAN OPPORTUNITY

ACUITY is the only insurer to be named three straight years to both the list of Top-Entry Level Employers by CollegeGrad.com and the ranking of Best Employers for Workers Over 50 by the American Association of Retired Persons (AARP)!

LARGEST HORN CIRCUMFERENCE (STEER)

The largest horn circumference on a steer measured 37.5 inches on May 6, 2003, and belonged to Lurch, an African Watusi steer owned by Janice Wolf (USA) of Gassville, Arkansas.
HUMAN RESOURCES HIGHLIGHTS

★ GREATEST TRUST
ACUITY outpaced the Great Place to Work Institute Trust Index benchmarks in 2008 for a record seventh straight year.

BIGGEST AND BEST RECRUITING STAFF
ACUITY’s own employees continue to be a remarkably effective recruitment force. A record 70 percent of new hires have come from staff referrals.

GUINNESS WORLD RECORDS

TALLEST HOUSE OF CARDS
The tallest free-standing house of cards measured 25 feet 9 7/16 inches and was built by Bryan Berg (USA) on October 16, 2007, in Dallas, Texas.

MOST COLLEGE DIPLOMAS SIGNED
LeRoy Craig (pictured, left), President of Prescott and Craig in Jerome, Idaho, has been Chairman of the Board of Trustees for the College of Southern Idaho for 32 years. His signature is on every graduate’s diploma, and there are currently 7,000 students enrolled. You do the math!

HIGHEST ALTITUDES REACHED BY PAINTER
Before his career at ACUITY as a Senior Commercial Lines Underwriter, David Fredrick (pictured, above) worked as a water tower painter, a job that reached 230-foot heights!

DID YOU KNOW?
ACUITY’s Corporate Headquarters grounds feature over 17,000 plantings.

HEAVIEST HOLIDAY GIFT
ACUITY’s employee holiday gift basket isn’t just elaborate, it’s heavy! The gift basket of 2008 set a record, topping the scales at 30 pounds—totaling nearly 16 tons of goodies for all employees.

★ LONGEST TIME HOLDING PREMIUMS LEVEL
Healthcare costs have nearly tripled for employers, including ACUITY, over the past eight years. Amazingly, the cost borne by each ACUITY employee stayed the same over that span, and the percentage of premiums paid by staff members actually reached an all-time low.

2008 ACUITY BOOK OF WORLD RECORDS 37
SERVICE AND ADMINISTRATION STANDOUTS

☆ QUICKEST CALL RESPONSE
ACUITY answers incoming calls in just three seconds — nine times faster than the insurance industry benchmark, according to the Purdue University Center for Customer-Driven Quality.

HIGHEST ANNUAL BILLING CALL VOLUME
Thanks to increased efficiency, ACUITY was able to handle a record 139,985 billing calls in 2008.

MOST MOWER MILEAGE
It takes a fleet of mowers to manage ACUITY’s 2,366,000 square feet of grass. Each mowing covers nearly 40 miles!

SHERI MURPHY
VICE PRESIDENT - SERVICES & ADMINISTRATION

“ACUITY increased the speed of service to record levels in 2008, while maintaining our high levels of quality and accuracy.”

MOST STITCHES SEWN
In over 30 years of quilting, Services Unit Manager Carla Soberg (pictured, left) has sewn over 500,000 stitches, connecting over 1,500 yards of fabric — enough to stretch nearly a mile.

GUINNESS WORLD RECORDS

MOST BASKETBALLS SIMULTANEOUSLY SPUN
The most basketballs spun simultaneously is 28 by Michael Kettman (USA) of St. Augustine, Florida, on May 25, 1999, on Guinness World Records, London, UK.
**Fastest Processing**

Thanks to process automation, best practice engineering, and staff training, ACUITY slashed the time it takes to handle incoming work, processing a record 90 percent of it within eight hours.

**Sharpest Sculptures**

Seven glass sculptures, named the "Seven Sisters," hang at ACUITY. In total, they consist of over 14,000 pieces of glass, each hand-blown by Robert Kuster. That's over 13 tons of weight suspended from the ceilings of ACUITY's Corporate Headquarters.

**Biggest Titans Fan**

Joe Hunt (pictured, right), General Manager at H.B. Cowan and Company in Shelbyville, Tennessee, won the highly coveted honor of Best Titan Tailgater with the custom-built "Titan Bus" that he takes to all home games.

**Best Call Resolution**

One-call resolution is an industry-standard measure for call center performance. ACUITY outperforms the industry, resolving issues in a record time of 1.24 minutes – less than 25 percent of the time it takes peer companies.

**Perfect Pitch**

Karen Quicker (pictured, right), Document Transcription Processor, is a mezzo-soprano who has perfect pitch – the ability to sing any note without first hearing it. Karen was the 1994 winner of the Minnesota National Association of Teachers of Singing vocal competition and has performed with Sheboygan's Lakeshore Chorale, the University of Minnesota Opera, the Manitowoc State University Concert Choir, the Bethel College Festival Choir, and the Waukesha Choral Union, among others!

**Guinness World Records**

FASTEST TIME TO BURST THREE BALLOONS WITH THE BACK

The fastest time to burst three balloons with the back is 12 seconds, set by Julia Guthel, aka 'Zita' (Germany) on the set of Guinness World Records - Die Groessten Weltrekorde in Cologne, Germany, on November 23, 2007.

**DID YOU KNOW?**

ACUITY's four ponds at Corporate Headquarters contain 4,4 million gallons of water.

**Most Miles Kayaked Consecutively**

Bob Hertel (pictured, right), Director - Personal Lines Product Development, spent 16 straight hours kayaking across Lake Michigan from Sheboygan, Wisconsin, to Ludington, Michigan, on June 16, 2004. Winds and strong currents that pushed him south toward Chicago helped add extra challenge to his trip, which totaled 65 miles.

**Most Accurate Processing**

ACUITY increased its accuracy level in Services to over 99.7 percent in 2008, an all-time record.
BUSINESS CONSULTING BENCHMARKS

MOST OFFICIAL AGENCY DUO
Brothers John Hampton (pictured left), Vice President, and Brent Hampton (pictured right), Commercial Lines Producer, at GCH Insurance Group in Winchester, Kentucky, are both college basketball referees. John has officiated in the Ohio Valley and Big 12 Conferences since 1986, and Brent has worked the A-10 and Atlantic Sun Conferences since 2000. Together, they have worked over 700 games.

GUINNESS WORLD RECORDS

FASTEST GAME OF OPERATION
At an event held by the British Association of Urological Surgeons, Issa Issa (Libya) completed a game of Operation in 1 minute 2 seconds on June 28, 2001, in Dublin, Ireland.

MOST EFFICIENT
ACUITY continues to lead the industry in productivity. For a record ninth year, ACUITY’s number of employees per $100 million in revenue has bested the industry average.

LAURA CONKLIN
VICE PRESIDENT - BUSINESS CONSULTING

“Thanks to a never-ending drive for increased efficiency, ACUITY employees processed more business than ever in 2008.”

FASTEST POLICY DELIVERY
Most carriers take days or weeks to deliver an actual policy. ACUITY has shortened ACUITY’s delivery time to as fast as 41 seconds.

Most Lunches With Executives
Due to the “Lunches With an Officer” program, employees have enjoyed over 6,000 lunches in 650 informative sessions with ACUITY officers over the past two years.

BRAVEST PET RESCUE
On July 14, 2008, Senior Field Claims Representative Karen Free (pictured, above) rescued a parakeet and two cats from a collapsed building while handling a claim in Indianapolis, Indiana. For her efforts, she received several scraps and scratches – and a feature on the evening news!
**RECORD PRODUCTIVITY**

ACUTY’s employees continued to burn through the work in 2008 on their way to a new record for efficiency. The number of policies per employee increased to an all-time high 446, which is 35 percent higher than our peer competitors!

**MOST PAPER REDUCED**

Over the past six years, ACUTY has saved 60 million sheets of paper, thanks to online document delivery, internal process optimization, and e-business initiatives. That’s a stack of paper over four miles high!

**MOST CORDS OF WOOD SPLIT**

Matt Lyman (pictured, right), Manager – Commercial Underwriting, has split firewood to produce over 100,000 pieces since moving into his family’s wood-heated farmhouse in 1986, enough to stretch from downtown Evansville, Indiana, to a mile past Owensboro, Kentucky! Matt and his family had also rebuilt their 150-year-old home by hand, log by log!

**MOST LEFT-HANDED DEPARTMENT**

Left-handed people make up 10 percent of the population and 14.5 percent of U.S. presidents have been southpaws. However, a full 40 percent of the Marketing - Regulatory Affairs analysis are left-handed!

**MOST RATTLESNAKES HELD IN THE MOUTH**

The most rattlesnakes held in the mouth by their tails without any assistance is 11 by Jackie Bibby (USA) for ten seconds on the set of Guinness World Records: Die Großen Weltrekorde in Germany, on December 20, 2008.

**MOST ACCOMPLISHED ARBITRATOR**

Monika Bocwin (pictured, below), Claims Consultant, has arbitrated over 425 cases in the past three years! She is the first person to be honored as Arbitrator of the Year in consecutive years (2007 and 2008) and is Wisconsin’s first Certified Master Special Arbitrator!

**HEALTHIEST STAFF**

ACUTY employees balance professional development with personal wellness. ACUTY fitness classes saw a record 5,824 participants in 2008.

**DID YOU KNOW?**

ACUTY has an active library of 7,876 policy and miscellaneous forms.

**MOST PRESIDENT'S CHALLENGE MEDAL WINNERS**

Despite distributing over one million calories in Girl Scout cookies, ACUTY produced more than 50 President’s Challenge Corporate Medal winners for physical fitness – a new ACUTY record!
ENTERPRISE TECHNOLOGY TRIUMPHS

SMARTEST SIBLINGS
Brothers Mike (pictured, left) and Adam Thill (pictured, right), Systems Architect and Senior Programmer Analyst respectively, each graduated as valedictorians of their classes at Random Lake High School in Wisconsin. So did their siblings Andy, Matt, and Sarah!

FEWEST PAPER APPLICATIONS
Just ten years ago, none of the applications received by ACUITY were electronic. That number has increased to 88 percent, an all-time high.

LARGEST NUMBER OF ONLINE CHANGE REQUESTS
Agents’ use of ACUITY’s online tools for processing policy change requests has continued to expand. In 2008, an all-time record 45.2 percent of change requests were received online.

MOST ACORD AWARDS
ACUITY earned three more ACORD Technology Awards in 2008. Over the past seven years, that’s 39 awards, more than any other insurance company in the nation!

NEAL RUFFALO
VICE PRESIDENT - ENTERPRISE TECHNOLOGY

“ACUITY continued our technology leadership in 2008, setting records in several areas of performance and reaching all-time highs in online business.”

EASIEST TO DO E-BUSINESS WITH
For a record ninth consecutive year, Applied Systems awarded ACUITY its Interface Partnership Award, which recognizes ACUITY’s leadership in delivering real-time online rating and service capabilities.

MOSG SWORDS SWALLOWED SIMULTANEOUSLY BY A FEMALE
Natasha Veruschka (USA) swallowed 13 swords, each at least 15 inches long, at 3rd Annual Sword Swallower’s Convention, Wilkes-Barre, Pennsylvania, on September 3, 2004.
LONGEST FINGERNAILS ON A PAIR OF HANDS (FEMALE)
Lee Redmond (USA), who has not cut her nails since 1979, has grown and carefully manicured them to reach a total length of 28 feet 4.5 inches as measured on the set of "La show del record" in Madrid, Spain, on February 23, 2008.

MOST POWERFUL TECHNOLOGY
ACUITY was named to the InformationWeek 500 for the fifth consecutive year in 2008. Ranked at number 29, ACUITY was the highest rated property and casualty insurer on the list.

MOZT ONLINE QUOTE VOLUME
Thanks to a continued expansion of the number of lines of business available for online submission, agents sent a record 267,932 quote requests to ACUITY in 2008.

BEST FIRST-YEAR COACHING RECORD
In her first season as Head Coach of the St. Norbert College women's varsity volleyball team, Senior Field Claims Representative Bethani Thibodeau (pictured, right) led the squad to a perfect season in the Midwest Conference, a 30-0 overall record and a bid to the NCAA Division III Tournament.

GREATEST ANNUAL PAPER SAVINGS
Reducing paper cuts expenses, conserves resources, and makes ACUITY and its agents more efficient. ACUITY has steadily increased the amount of paper saved throughout its operations, reaching an all-time high in 2008.

HARDEST HITTING AGENCY DUO
Jackson, Dieken & Associates in Westlake, Ohio, is owned by two former NFL offensive linemen, Robert Jackson (pictured, above left) and Doug Dieken (pictured, above right). Robert played 12 seasons at guard with the Cleveland Browns and Atlanta Falcons. Doug played 14 seasons at tackle for the Browns, went to the Pro Bowl, and was inducted into the Cleveland Browns Legends in 2010.

DID YOU KNOW?
ACUITY achieves its technology leadership despite spending 35 percent less on IT as a percentage of written premium, than its competitors.
BOARD OF DIRECTORS

2008 BOARD

Michael R. Duckett (A)
Audit Committee, Secretary

Margaret A. Farrow (B)
Audit Committee

James A. Feddersen (C)
Board Chairman
Executive Committee, Secretary

Paul J. Hoffman (D)
Finance Committee

N. Gaylon Greenhill (E)
Audit Committee, Chairman

Lisa A. Mauer (F)
Audit Committee

Kenneth D. Nelson (G)
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Kurt L. Olson (H)
Finance Committee

Benjamin M. Salzmann (I)
Executive Committee

John F. Schwalbach (J)
Finance Committee, Secretary

George K. Stell, Sr. (K)
Executive Committee, Chairman

Robert T. Willis (L)
Executive Committee

Richard G. Zimmermann (M)
Finance Committee, Chairman

GUINNESS WORLD RECORDS

TALLEST MAN LIVING
Xi Shun (China), measured 7 feet 8.95 inches as a result of six measurements taken on January 15, 2005, at Chifeng City Hospital, Inner Mongolia, China.
ANOTHER INCREDIBLE YEAR! AND ACUITY’S RECORD-SETTING STORY CONTINUES IN 2009!