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**LANDMARK ACCOUNT OF INSURANCE INDUSTRY'S PIVOTAL ROLE IN
AMERICAN BUSINESS DEVELOPMENT TO BE PUBLISHED THIS MONTH**

Spreading the Risks: Insuring the American Experience
by industry insider and former CEO Jack Bogardus,
with Robert H. Moore

NEW YORK, NY, March 26, 2003 - A landmark account of the key events shaping the development of property and casualty insurance as an indigenous American business will be published on March 31. *Spreading the Risks: Insuring the American Experience* is based on 13 years of research by industry insider and retired CEO John A. Bogardus Jr. It chronicles the industry's progress, from colonial times until today, against a changing backdrop of social, political and economic imperatives.

Pulitzer Prize and National Book Award winner Joseph Ellis calls it "a paradoxical and fascinating story." Emory Elliott of the University of California's Center for Ideas and Society writes that it "is filled with personal narratives...anecdotes of heroes and villains" and "engages the reader in a remarkable epic struggle."

Bogardus, the former chairman and CEO of Alexander & Alexander, uses his decades of business experience to explore how his and other companies' challenges with globalization foreshadowed problems plaguing some of today's major corporations. In this context, he reports on his active participation in bringing some of the problems at Lloyd's of London to public attention.

With unique access to industry leaders and records, Bogardus provides the most complete account to date of how the insurance agency and brokerage business evolved through disasters and economic transformations into the 21st century. In a time of crisis of confidence in corporate management, *Spreading the Risks* provides an instructive perspective on success and failure patterns typical of companies that have undergone rapid expansion and diversification.

Bogardus authored the book with Robert H. Moore, a former Alexander & Alexander colleague and a past president of the National Association of Insurance Brokers. For more information and to order copies, visit www.spreadingtherisks.com.

The illustrated, hard-bound book is being published by award-winning Posterity Press and distributed by PMR Communications Group, Vienna, VA (703-759-0233). It includes source notes by chapter, an extensive bibliography and a comprehensive index. Additional information and excerpts can be found at www.spreadingtherisks.com.

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Note to Editors: The Press Center at www.spreadingtherisks.com/Resources contains the following files for downloading:

- Press release
- Biographies of authors John A. Bogardus Jr. and Robert H. Moore
- Pre-publication Reviewers' Comments by noted scholars and industry members
 - Joseph J. Ellis, Pulitzer Prize and National Book Award winner, author of *Founding Brothers*
 - William R. Ferris, Professor of History, University of North Carolina at Chapel Hill; Chairman, National Endowment for the Humanities 1997-2001
 - Emory Elliott, Distinguished Professor and Director, Center for Ideas and Society, University of California
 - Ken A. Crerar, President, The Council of Insurance Agents and Brokers
 - John T. Hompe, Managing Director, Fox-Pitt, Kelton Inc.
- Black & white photo of John A. Bogardus Jr.
- Color photo of illustrated book cover