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New Marketing and Branding Initiatives announced by Seattle Specialty Insurance Services, Inc.

Everett, WA. Friday, November 13th, 2009 – Seattle Specialty Insurance Services, a WA based national provider of insurance products for financial institutions and insurance tracking services; recently announced that it is evolving its brand identity and showcasing a new logo and updated web presence. Re-designed to emphasize their commitment to cutting edge products and services, Seattle Specialty's fully redesigned materials will be revealed within the next few weeks.

"We are excited about our future and the new logo and new marketing efforts are significant steps in our continued progress as a company," said President, Rick Pedack. "While our website and logo may be changing you can still expect the same professionalism, the same integrity and the same insurance expertise you have always appreciated from Seattle Specialty."

In addition to creating a new brand identity and new website, Seattle Specialty has also expanded Marketing efforts to social media platforms. "We look forward to continued growth in social media and connecting with new and existing clients online. As social media continues to grow, we plan to be leading and encouraging the Insurance and Banking industry to adopt the new technology," added Jennifer Nausin, Marketing Director for Seattle Specialty.

For additional information on Seattle Specialty Insurance Services, contact Jennifer Nausin at (425) 609-3500 or visit www.seattlespecialty.com.

ABOUT SEATTLE SPECIALTY SERVICES, INC. – Seattle Specialty Insurance Services, Inc. is among the largest, independent provider of insurance coverage and specialized services to the Financial Services industry. Specializing in Lender Placed, Auto, Hazard and Flood Insurance; Seattle Specialty Insurance Services has been providing quality, technology-driven tracking solutions since 1992. - **END** -