

FOR IMMEDIATE RELEASE: March 30, 2009
Contact: Marlowe Leibensperger (803) 726-7219

Safety Insurance Selects EagleEye Analytics

Preferred Provider of Property & Casualty Insurance to Use EagleEye's Predictive Analytics Solutions and Services

COLUMBIA, S.C. - EagleEye Analytics, a leading provider of world class predictive analytics solutions to the property and casualty insurance industry, announced today that Safety Insurance has chosen EagleEye Analytics to meet its predictive analytics requirements under a long term services agreement.

EagleEye Analytics will provide Safety Insurance with *Insight*, its zero foot print, web-based predictive analytics solution. Using advanced technologies to analyze years of policy data, *Insight* rapidly identifies and defines unique risk factor combinations that are highly predictive of profitability. Since *Insight* produces actionable results in a fraction of the time required by traditional offerings, insurers can quickly implement superior underwriting, pricing, and marketing strategies across all lines of business.

"Because EagleEye Analytics' *Insight* solution is line of business agnostic we now have a common and robust analytical foundation being used across our entire portfolio by multiple constituencies," said Ed Patrick, Underwriting Vice President of Safety Insurance. "We found *Insight* to be a compelling value proposition because it quickly produces powerful 'New Knowledge' results, is readily accessible over the web and is easy to use." Ed added, "We have enjoyed our collaboration with EagleEye Analytics and have been particularly impressed with their deep insurance industry knowledge, the fact that they can turn results in weeks that would typically take years and their keen focus on customer service which is a core value of ours."

"We are proud to be able to include Safety Insurance in our growing client community and are excited by the prospect of helping them navigate increasingly competitive insurance markets," said Terry R. Wade, president and chief executive officer of EagleEye Analytics.

About Safety Insurance

[Safety Insurance](#) was founded in 1979 with a belief that it would succeed as a company if customers were given the best possible service. A leading provider of property and casualty insurance in Massachusetts, Safety Insurance is the second largest writer of private passenger automobile, and the third largest writer of commercial automobile insurance in Massachusetts. Safety Insurance offers a portfolio of other personal line insurance products, including, homeowners, dwelling fire, and personal umbrella. In addition, Safety Insurance also offers commercial lines insurance products including, business owner policies, commercial package policies, and commercial umbrellas. Sold exclusively through a network of professional independent agents, Safety Insurance provides agents with state-of-the-art tools that make it easy to service and protect their customers. Safety Insurance has consistently received an ["A" rating from A.M. Best](#).

About EagleEye Analytics

EagleEye Analytics is an insurance solutions company that provides predictive analytics and information services. EagleEye Analytics enables insurance companies to achieve underwriting excellence and greater profitability by optimizing risk selection and pricing. EagleEye Analytics can be found at www.eeanalytics.com.

END
###