



APPALOOSA HORSE CLUB EST. 1938

The International Breed Registry for Appaloosa Horses

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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NEW BENEFIT OFFERS AUTO & HOME INSURANCE SAVINGS TO ApHC MEMBERS

MOSCOW, Idaho—The Appaloosa Horse Club's (ApHC's) new Group Savings Plus[®] partnership with Liberty Mutual, the eighth-largest auto and home insurer in the U.S., may save ApHC members up to 10 percent on auto insurance and 5 percent on their home insurance*. That can be hundreds of dollars back into ApHC members' pockets. In addition, Liberty Mutual offers customers who have both auto and home policies an attractive added multi-policy discount.

"Who doesn't love to save money? And forward-thinking associations are enriching their membership benefits with an array of affinity programs," says Kim Cohen, a Liberty Mutual regional account executive in Highlands Ranch, Colo. "The Appaloosa Horse Club is adding a benefit that is relevant to virtually 100 percent of their members – almost everyone needs insurance for their car and home."

In addition to discounts, Group Savings Plus[®] offers ApHC members:

- Convenient payment by automatic checking account deduction or direct billing to your home
- 24-hour toll-free claims service
- 24-hour emergency roadside assistance
- 24-hour homeowner emergency repair service
- The freedom to purchase insurance the way *you* want: through a personal sales representative at more than 400 offices countrywide, a toll-free telesales center, or online.
- Outstanding customer service from a local office, or from Liberty Mutual's J.D. Powers and Associates-certified call centers.

"The ApHC is proud to have a company like Liberty Mutual participating in our member benefits program. They have a proven history of providing their customers with quality insurance options and exceptional service," said Steve Taylor, ApHC CEO. "We look forward to a long and successful relationship with Liberty Mutual to ensure our members' home and car insurance needs are well-met."

To find out how much ApHC members can save, call 1-800-524-9400, or visit www.libertymutual.com/lm/appaloosa for an immediate, no-obligation quote. **Discounts are available where state law and regulations allow, and may vary by state.*

Not an ApHC member? No problem—signing up or renewing a membership is easy! Visit the ApHC's official web site (www.appaloosa.com) or call (208) 882-5578 to become a member and start saving today!

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Appaloosa...the Breed of Choice



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The Appaloosa Horse Club (ApHC) was established in 1938, with a mission of preserving, promoting and enhancing the Appaloosa breed. The ApHC has since registered more than 670,000 Appaloosas, which are known for their distinctive color, intelligence and even temperament. True to their reputation as an extremely versatile breed, Appaloosas can be found in nearly every discipline including racing, endurance riding and serving as reliable family horses. The international breed registry is headquartered in Moscow, Idaho, the heart of the Palouse region—the Appaloosa breed's namesake and point of origin.

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