



HEFFERNAN INSURANCE BROKERS

A Member of the Heffernan Group

NEWS RELEASE

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Heffernan Insurance Brokers selected as Software Association of Oregon's preferred vendor

Portland, Ore., January 17, 2010 – Heffernan Insurance Brokers, one of the largest independent brokerage firms in the United States, today announced that it was selected as the sponsored broker of the Software Association of Oregon (SAO). As such, Heffernan is a preferred vendor of the organization, providing a full line of business insurance coverage, including employee benefits, to SAO members. SAO members will have direct access to Heffernan insurance applications from the professional organization's website, www.sao.org.

"By offering access to great services and the combined expertise of our provider companies, SAO's goal is to give our member companies more resources to help them grow their businesses, whether that means addressing current needs, or helping them identify new opportunities for managing their operations more effectively," said Jennifer Warren, Director of Business, Community and Legislative Affairs, SAO.

Heffernan's technology insurance specialists design and structure risk management and insurance programs for a wide range of business sectors including: fabless semiconductor, biotech/life science, medical device, peripherals/hardware, telecommunications, software/technology services, and ecommerce. The firm's TechSelect team members are dedicated to meeting the unique insurance needs of incubating startups.

"A well-drafted errors and omissions policy is essential to all technology companies, large and small," said Susan G. Brodahl, Vice President of Heffernan Insurance Brokers' Portland office and a member of SAO. "We listen to the SAO members, analyze their risk, and individually tailor policies to meet their needs."

About Software Association of Oregon

The Software Association of Oregon is the only Oregon-based trade association dedicated solely to supporting the success of the state's software and technology industries. Its membership includes, but is not limited to, technology companies of all kinds and sizes, and technology professionals working for companies outside the industry. For more information about SAO, visit www.sao.org.

About Heffernan Insurance Brokers

Heffernan Insurance Brokers, formed in 1988, is one of the largest independent insurance brokerage firms in the United States. Heffernan provides comprehensive insurance and financial services products to a wide range of businesses and individuals. Headquartered in Walnut Creek, California, Heffernan has additional offices in San Francisco, Petaluma, Palo Alto, Los Angeles,

and Orange, California; Portland, Oregon; Chesterfield, Missouri, and West Palm Beach, Florida. Heffernan Insurance Brokers was named the Top Mid-Sized Broker in the United States to Work for in 2009 by *Business Insurance Magazine*.

For more information, please visit heffgroup.com or call 800.234.6787. License # 0564249.

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