



PRESS RELEASE

For Release: Immediate

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**Reaching the Hispanic market to be addressed
at SIR's October event in Savannah**

With a population growth of more than 56% over the last decade, Hispanics are now the largest minority group in the U.S. This market presents a great opportunity. Does your insurance company know how to cultivate this increasingly growing market?

Hispanic purchasing power is expected to reach \$1 trillion by 2011. Is your company making the right direct marketing moves to capitalize on this unique opportunity? Did you know that U.S. Hispanic business ownership is growing three times as fast as the national average? Is your company cashing in, or will you be watching from the sidelines? These are just a few of the questions industry insiders are asking, especially in the insurance arena.

Join us on Tuesday, October 21st at the Society of Insurance Research's Annual Conference and hear John Coleman of Mintel Comperemedia talk about how insurance companies can profit with this market and why the insurance industry should make the effort.

The SIR's 38th Annual Conference will be held in beautiful Savannah, Georgia, October 19 – 21, 2008. We have a diverse list of speakers that will make this the most valuable and thought provoking insurance conference you have attended. They include keynote speaker Robert Hartwig of the Insurance Information Institute, Carol Smith of Progressive, Fritz Yohn of MarketStance, Clint Harris of Conning Research, and Jeff Leiman of J.D. Power & Associates.

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To find out more about the S.I.R. and the upcoming conference visit us at www.sirnet.org. To see conference details and to register, click on the orange and blue banner. We look forward to seeing you in Savannah.

The Society of Insurance Research is the leading international, interdisciplinary organization of insurance research practitioners focused on identifying, understanding, and communicating industry trends, emerging issues, and innovations for the benefit of our Members and their employers.

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