

FOR IMMEDIATE RELEASE

Dealers Assurance Company Rating Affirmed at A-(Excellent) by A.M. Best

COLUMBUS, OHIO, March 31, 2006 – Dealers Assurance Company (DAC) today announced that A.M. Best has affirmed its rating of A-(Excellent). The rating represents A.M. Best's independent opinion of DAC's financial strength and ability to meet its ongoing obligations to policyholders. The affirmation of the rating was made following the contribution by DAC's parent, SouthwestRe Holdings, Inc., of \$9 million in additional capital, raising DAC's policyholders' surplus to approximately \$24 million, a move sparked by substantial growth in automobile service contract and warranty premiums in 2005.

DAC also announced the appointment of Kirk A. Borchardt to serve as its Chief Executive Officer and a member of the board of directors. Mr. Borchardt was formerly a partner in the Chicago law firm of Lord, Bissell & Brook and has served the insurance industry for more than 25 years. "I am proud to join Dealers Assurance at a very exciting time in its history," said Mr. Borchardt. "With the infusion of additional capital and the proven loyalty of its clients and producers, the company is uniquely positioned to serve the community of independent service contract and warranty providers."

About Dealers Assurance Company

Dealers Assurance Company, an Ohio-domiciled insurer with its home office in Columbus, Ohio, is a specialty property and casualty insurance carrier licensed in 47 states and the District of Columbia. It underwrites automobile and consumer products service contracts, limited warranties, and ancillary after-market products sold by more than 3,500 automobile dealerships nationwide.

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