

BestMark Services

A.M. Best Company's *BestMark* program offers eligible participants the chance to demonstrate their elite status with an icon that can be displayed on corporate Web sites and materials, including advertisements.



Icons now available include:

- **Best's Security Icon**

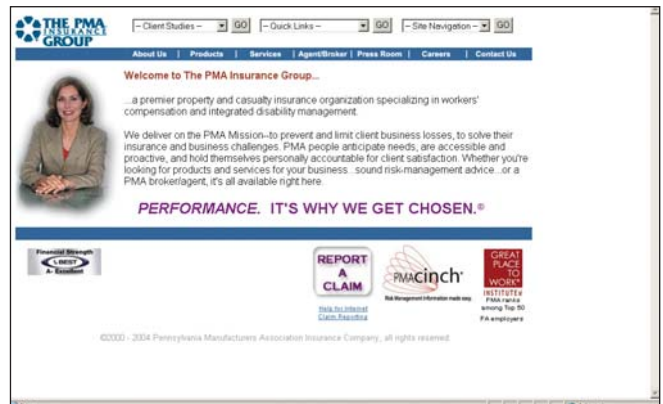
Recognized by the insurance industry as the symbol of financial strength, it serves as a convenient ratings verification tool for brokers, agents and potential customers. Any company rated Secure by A.M. Best is eligible to receive this Icon at no charge, as an online confirmation of its Best's Rating. The *Security Icon* also provides a direct link to news articles, press releases and other pertinent information related to your company.

- **Icons for listees in Best's Directory of Recommended Insurance Attorneys and Adjusters**

Available only to *Directory* listees, this icon leads visitors to a firm's Web site with a direct link to a page that explains the rigorous requirements for a listing in this prestigious Directory.

- Both **icons** are offered to those who qualify, at no charge. These icons are provided through an e-mail containing the HTML code and icon graphic, for posting on corporate Web sites. *Best's Security Icon* recipients also receive automatic e-mail with an updated graphic if a rating changes.

Demonstrate your company's exclusive status with a *Best's Security Icon*.



Why You Need It:

Validate your credibility. Backed by the most trusted name in insurance information, a *BestMark* program icon is known throughout the insurance industry as an accurate symbol of reliability.

Confirm your status. With a *BestMark* icon, visitors to your corporate Web site, including clients and potential customers, can easily verify the significance of your exclusive achievement.

Promote your company. As a symbol recognized by the industry as an objective validation of professionalism, a *BestMark* icon informs clients, competitors and potential customers of your company's success.

Notify Web site viewers of your exclusive status in the insurance industry with this icon.

Objective. Exclusive. Impressive.

Best's Security Icon: (908) 439-2200, ext. 5742 (Customer Service)
Directory Icon: (908) 439-2200, ext. 5673 (Legal/Claims)

www.ambest.com/sales/SecurityIcon