

BLAIS EXCESS & SURPLUS **AGENCY OF TEXAS, INC.**



PRESS RELEASE

FOR IMMEDIATE RELEASE

The Blais Logo History

Houston/Dallas/Austin, Texas, November 13, 2003 Blais Excess & Surplus Agency of Texas, Inc. is pleased to provide the following information relating to its logo.

The name of the organization was the first of many important challenges Philip L. Blais (Phil L.) would face during the development of Blais Excess & Surplus Agency of Texas Ltd. "Blais" was a choice on a list compiled by Phil L. while driving from Chicago, Illinois to Houston, Texas in November 1998 to take over the company. While driving, he started to count the number of business organizations that appeared to have a founder name attached. The list of founder related named companies on the freeway system was small. It was at this time that Phil L. realized that most companies without founder names are not independent nor truly value added organizations. The name "Blais" was chosen because it represented what Phil L. was and wanted his organization to portray – a company of strength, stability, courage, independence and unquestionable energy. In the process of buying business cards and letterhead Phil L. decided a logo needed to be developed. Utilizing the standard formatted letter B, modifications were made to reflect stability and energy. As a result the standard formatted letter B was altered to become what we term the "B In Motion". It was italicized to further convey the notion that we are always in motion and name Blais placed below it to reflect a foundation of stability. With the logo and name in place, the only other issue left was the color. Could there be any other color than "Dark Red" for a company like ours? While only four years old, the Blais logo has become one of the most recognizable B's in the insurance industry.

As a wholesale broker specializing in financial service products, Blais Excess & Surplus Agency of Texas, Inc.'s knowledgeable and experienced staff assists agents/brokers with the acquisition, placement and service of Directors & Officers Liability (D&O), General Partners Liability (GPL), Employment Practices Liability (EPLI), Crime (Fidelity), Kidnap & Ransom (K&R), Errors & Omissions (E&O), Media Liability and Loss Mitigation products for a variety of industries. Clients assisted include but are not limited to energy, biotech, high tech, financial institutions, profit and non-profit entities, partnerships, healthcare, companies making Initial Public Offerings and companies in the process of merger or acquisition.

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