

News Release

Cyber Relief: Launch of Unique Catastrophic Risk Management Consulting Firm

Advent Cat Risk Commences U.S. Operation

West Hartford, Connecticut, September 20, 2012 ----- Advent Cat Risk LLC, a recently incorporated risk consulting company, launched a new website to signify it is open for business. The company plans to expand and has launched a new web presence to inform its clients, customers and employees, both potential and existing, during their growth. Advent Cat Risk site is: www.AdventCatRisk.com. The website provides information for all users including clients and, in the future, it will host more online tools for risk assessment.

Advent Cat Risk consulting's main clients are leading providers in finance, banking and information services. The new venture will focus its marketing of consulting services to CFO's who are challenged to protect their companies from catastrophic risk through insurance, reinsurance and risk securitizations.

Having just opened its doors, the practice will provide strategic advice and, most importantly, detailed risk management program structures to seamlessly protect their clients from traditional exposures, such as those directed at Director and Officers, as well as newly emerging exposures such as intellectual property and cyber risks. The company has significant experience in crisis management which is a critical part of an effective catastrophic risk management program.

"I am excited about what we are going to accomplish our first year in business. I understand how important it is to keep our clients and customers up to speed as we evolve as a company. We want people to know more about us than what is on our website. So we have decided to host a series of webinars for our client base" explains Dan Aloj, Managing Director of Advent Cat Risk LLC.

The company wants to focus on those companies who may not have a fully developed risk management program or one that may not be able to keep pace with today's emerging risks. Risk management improvements would be accomplished through an evolution to the use of sophisticated and proprietary mathematical risk models and the building of innovative financial risk protections. Initial consulting engagements will focus on mid-sized companies where there is more urgent need.

As explained by Eddie Molloy, Managing Director for East Coast Operations, the company expects to double in size by mid-2013. Advent Cat Risk expects to open a Florida location and take on new clients across the south before year's end.

All Advent Cat Risk partners come to the team with end user experience having held senior executive positions in several Fortune 100 companies and have managed multibillion dollar risk management programs.

The company was capitalized as a joint private venture with Anglo American Risk Propulsion.