



PRIMARY GROUP INC

NEWS RELEASE

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Primary Group Incorporated Adds Site Inspections, LLC to its Growing Roster of U.S. Acquisitions

Atlanta, GA – September 20, 2004. Primary Group Incorporated, the U.S. holding company of Bermuda-based insurance distribution organization Primary Group Limited, announces the acquisition of Site Inspections, LLC. The transaction, which closed today, involves the purchase of 51% of the company with an option to acquire the remaining shares at a later date.

Site Inspections, based in Norcross, Georgia, is a national provider of property and casualty insurance inspections. Its services allow insurance & reinsurance customers to order, receive and archive inspections in a web environment (<http://www.siteinspections.com>). The unique patent pending process enables loss control data elements to be captured in a database environment, allowing for superior information management capabilities and data mining activities.

Greg Hall, who remains a significant shareholder in the business, will assume the role of President and CEO.

“As we create a coherent business to distribute insurance products in North America, we constantly look to differentiate ourselves from others in the field; Site Inspections has a very impressive technical and commercial model that will be a clear benefit to our other businesses and will also bring value to our risk-bearing partners,” said Charles Norton-Smith, President and CEO of Primary Group Incorporated. “We also welcome the energy and fine reputation that Greg Hall will bring to our business.”

Mr. Hall added that the database management and distribution capabilities of the Site Inspections model will enable the company to build a pre-eminent inspection business, as well as to provide a proven platform on which to develop other online insurance products and solutions. Mr. Hall notes, “This is a true e-commerce solution which will enable the insurance industry to more effectively manage their risk portfolios.”

About Primary Group

Primary Group Incorporated, which operates solely in North America, is a U.S. based holding company headquartered in Annapolis, Maryland.

Primary Group Limited is a Bermuda-based international organization transacting annual insurance premiums in excess of \$1 billion (U.S.). Primary Group, established in 1997, has insurance operations in seven countries throughout Europe, the Middle East and the Far East, with more than 500 employees worldwide. (www.primarygroup.bm)

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