



**FOR IMMEDIATE RELEASE**

## **FirstBest Systems to Sponsor 2009 PCI Information Technology Conference**

*Meet with FirstBest in Tucson, AZ, October 5-6, 2009*

**BEDFORD, MA, September 29, 2009** - [FirstBest® Systems](#), Inc., provider of [insurance software](#) solutions that help Property & Casualty insurance carriers write more business and write better business, announced today that FirstBest is a sponsor of the [2009 PCI IT Conference](#). FirstBest executives will be available to discuss FirstBest UMS™, a next-generation [underwriting workstation](#) combined with a FirstBest Agent, a web 2.0 [agent portal](#).

**WHO:** FirstBest's Founder and CTO, Julian Pelenur, and Meira Primes, VP, of Marketing, will be available for meetings.

**WHERE:** The Westin LaPaloma Resort & Spa, Tucson, Arizona

**WHEN:** During Exhibit Hall Hours on Monday, October 5<sup>th</sup> and Tuesday, October 6<sup>th</sup>

The Property Casualty Insurers (PCI) Association of America is the nation's premier insurer trade association, representing more than 1,000 companies that write 37.4 percent of the property casualty market. The association is also an advocate for sound public policy. For more information, visit [www.pciaa.net](http://www.pciaa.net).

The [FirstBest Underwriting Management System](#) (UMS)™ gets to the heart of profitability today – the underwriting process. After a six-month implementation period, carriers can eliminate inefficiencies; achieve greater speed and business agility; promote enhanced underwriting discipline and best practices; provide real-time collaboration to make it easier for agents to do business with them; expand into new lines of business and markets; and empower underwriters and agents with greater visibility into their business.

### **About FirstBest**

FirstBest® Systems, Inc. delivers P&C solutions that help insurance companies write more business and write better business. Our solutions enable Carrier-Agent collaboration as well as Underwriting efficiencies and market growth, and include an Underwriting Workstation, Agent Portal and Agency Connectivity. Our flagship product, the FirstBest UMS™, combines a next-generation underwriting workstation with FirstBest Agent™, a web 2.0 agent portal.

Companies such as AMERISAFE, Inc., (Nasdaq: AMSF), a specialty writer of workers' compensation insurance for hazardous industries, as well as ICW Group Insurance Companies, a multi-line Super Regional Insurance Carrier, are leveraging FirstBest to expand their book of business and improve ease-of-doing business with agents.

For more information, visit [www.firstbest.com](http://www.firstbest.com) or call 1.888.863.6095.

**Press contact:** Meira Primes  
VP, Marketing || FirstBest Systems, Inc.  
781.863.6005 || [mprimes@firstbest.com](mailto:mprimes@firstbest.com)

FirstBest is a registered trademark of FirstBest Systems, Inc. UMS, Underwriting Management System and FirstBest Agent are trademarks of FirstBest Systems, Inc. All other trademarks are property of their respective owners.

###