

## News Release

### **FIREMAN'S FUND INTRODUCES TEXT MESSAGING DURING DISASTERS**

#### *Text Messaging and Mobile Apps Provide a Fast Way to Stay in Touch*

NOVATO, Calif. (July 21, 2011) – [Fireman's Fund Insurance Company](#) is announcing the launch of a text messaging service that sends updates and alerts to policyholders during disasters. Hurricane Arleen kicked off the 2011 hurricane season while wildfires, tornadoes and floods have already made this an active year for disasters.

Text messaging to personal cell phones is an excellent way to stay in touch during a disaster, especially if the power goes out or homeowners are forced to evacuate. It is easy, fast, and can be more reliable than land-based telephone services when disasters strike.

“A single, short message can point a homeowner to emergency services, online resources, and even help them to file a claim faster,” said Bill Dalton, claims director for Fireman's Fund.

“Communicating quickly and frequently with our policyholders and agents is crucial during a disaster.”

The best time to subscribe is now - before a disaster happens: Fireman's Fund encourages its policyholders and agents to go to [www.facebook.com/disasterinfo](http://www.facebook.com/disasterinfo) and click on “Mobile Services.” A map of the United States is divided into 11 regions with keywords. Choose the keyword for your appropriate region and text it to 72773 (standard texting charges may apply depending on the service plan).

Policyholders who frequently travel, have multiple residences, or businesses in different parts of the country, may be interested in signing up to receive texts in more than one region. (A separate text is required to opt in to each keyword/region.)

Fireman's Fund also introduced a free claim reporting application to report claims directly from a smart phone. The app is available as a free download for the latest versions of iPhone and Android phones. Policyholders can use the app to:

- Store policy, property and vehicle information in the palm of their hand.
- Get automated e-mail responses verifying the claim report was received.
- Use the GPS feature to pinpoint the location and find emergency services such as tow trucks, rental cars, and water and fire damage restoration companies.
- Take photos of the accident or loss and attach them to the report.

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## **About Fireman's Fund Insurance Company**

Founded in 1863, Fireman's Fund Insurance Company is a premier property and casualty insurance company providing personal and commercial insurance products backed by industry-leading claims and risk management solutions. Fireman's Fund is a leader in high-net-worth, entertainment, and green insurance. Since 2004, it has donated more than \$28 million in grants to local fire departments across the U.S. as part of its commitment to safer communities. Fireman's Fund is a member of the Allianz Group, one of the world's largest providers of property and casualty insurance, ranked 27th on [Fortune's Global 500](#) list of the world's largest corporations. For additional information, visit [www.firemansfund.com](http://www.firemansfund.com).

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