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## Press Release

### **Studies Show Affluent Consumers Favor "Green" Homes**

***Environmentally-friendly building characteristics are important to high-end homeowners, according to research commissioned by Fireman's Fund Insurance Company***

NOVATO, Calif., (July 8, 2008) – Fireman's Fund Insurance Company – which launches the first-ever admitted green homeowners insurance in the U.S. this summer – has found that high-end homeowners favor "green" homes. And, nearly half of those surveyed are very interested in green homeowner's insurance.

These findings were gleaned from a national, Web-based survey conducted with high-end homeowners.

The survey revealed that affluent individuals are most interested in replacing heating, cooling and electricity systems, appliances, roofing and flooring with green materials.

Moreover, these same respondents are currently practicing environmentally friendly activities – recycling, seeking out energy efficient products for purchase, and routinely reducing energy consumption in the home. Respondents had a high familiarity with water-conserving plumbing and automatic control systems, and moderate to high familiarity with lighting controls and fluorescent light bulbs, most Energy Star<sup>®</sup>-qualified products, and non-oil-based paint.

"This research validates the interest and desire by affluent homeowners to incorporate all types of 'green practices' into their homes," said Donald Soss, chief underwriting officer for Fireman's Fund Personal Insurance. "We believe our innovative green homeowner's coverage will resonate strongly with our customers."

Setting a new standard, Fireman's Fund is offering this product to homeowners who currently own green homes or who want to upgrade their residences with green features after a loss using environmental safety and efficiency standards. If a home is completely destroyed, it can be rebuilt to green standards, certified as having Leadership in Environmental and Energy

Design status (LEED<sup>®</sup>, [www.usgbc.org/leed](http://www.usgbc.org/leed)). LEED certified homes will be eligible for a premium credit in many states where the coverage is offered.

A green home uses less energy, water and natural resources, and creates less waste. Studies have shown that residents have better overall health and productivity as a result of reduced exposure to mold, mildew and indoor toxins. According to the National Center for Healthy Housing ([www.centerforhealthyhousing.org](http://www.centerforhealthyhousing.org)), homeowners can expect substantial health gains by building green.

The study was designed to determine whether there is a significant movement towards using environmentally friendly materials and practices in homes owned by affluent individuals. Target respondents in California owned a home valued at \$1 million or more and a minimum of \$125,000 in disposable income or liquid assets. Target respondents elsewhere owned a home valued at \$700,000 or more and a minimum of \$125,000 in disposable income or liquid assets.

### **About Fireman's Fund**

Fireman's Fund Insurance Company is a premier property and casualty insurance company providing personal, commercial and specialty insurance products nationwide. It is rated 'A+' by Standard & Poor's Rating Services. Fireman's Fund is a member of the Allianz Group (NYSE: AZ), one of the world's largest providers of insurance and financial services. Allianz ranks as the most sustainable insurer in the Dow Jones Sustainability Index based on its economic, social and environmental performance. For additional information, visit [www.firemansfund.com](http://www.firemansfund.com).

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