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**Barney & Barney LLC Establishes The Barney & Barney Foundation in
Anticipation of Company's 100-Year Anniversary Celebration**

*Owners Set Benchmark for Employee Fundraising; \$250,000 Targeted
for San Diego Charities*

SAN DIEGO (July 20, 2009)—[Barney & Barney LLC](#), San Diego's oldest and largest insurance brokerage, today kicks off its centennial anniversary celebration by creating The Barney & Barney Foundation in support of the local San Diego community. Coupled with an aggressive summer-long campaign to raise funds for local charities, the Foundation will incorporate the fundraising efforts of Barney & Barney's 330 San Diego associates, and will culminate in a 5K Walk on Oct. 1, 2009 at DeAnza Cove in San Diego. Money raised during this summer's philanthropic activities will be donated to select local charities.

"Barney & Barney has a long history of giving back to the community, and we're kicking that into overdrive this year in celebration of our 100th year in business," said Paul Hering, managing principal and chief executive officer of Barney & Barney. "We're thrilled to bring our associates into this effort and look forward to allocating funds to local charities—many of which are having a particularly tough time in the current economic environment."

To fully engage employees in the process and create a little friendly competition, Barney & Barney has established 30 fundraising teams, composed of 10-13 employees each, which will compete to raise funds across the organization. In a Foundation kick-off meeting to be held today, employees will be encouraged to take their philanthropic thinking "outside the box" via money-raising social gatherings, sporting events, food-oriented activities, and more.

To officially commemorate Barney & Barney's 100-year anniversary, owners are inviting associates, customers and local dignitaries to a centennial celebration at 6 p.m. on Oct. 1, 2009, at the Natural History Museum. Details for this event are forthcoming.

(more)

To speak with a Barney & Barney executive about the new Foundation's fundraising efforts, or to request more information about the company's 100-year celebration in San Diego, please contact Kelly Hamor at (619) 234-0345 or hamor@formulapr.com.

About Barney & Barney

Barney & Barney LLC is a California-based privately held risk management and insurance brokerage firm providing solutions, services and products in commercial property and casualty insurance, employee benefits, workers' compensation, executive personal lines, and surety for the past 100 years. The firm also offers value added services in alternative risk financing, business continuity and loss control. Barney & Barney began as a small insurance agency founded by two brothers in 1909, and has grown into one of the largest insurance brokerages in the United States. While 2009 marks a trying year in our world, Barney & Barney continues to thrive and stay focused on its mission: serve our clients, our colleagues, and our local community. For more information visit www.barneyandbarney.com, www.barneyandbarneyfoundation.org, or visit us on Twitter and Facebook at www.twitter.com/barney&barney or www.facebook.com/barney&barney.

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