



**Conifer  
Holdings  
Inc.**

NEWS RELEASE

# Conifer Becomes Top Writer of Michigan Liquor Liability Business

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BIRMINGHAM, Mich., June 16, 2016 (GLOBE NEWSWIRE) -- **Conifer Holdings, Inc.**(Nasdaq:CNFR) today announced that, through its insurance company subsidiary "Conifer Insurance Company", the Company has become the number one underwriter of liquor liability business in the State of Michigan, according to recent data available from the Michigan Liquor Control Commission.

Conifer Director and Executive Vice President Nicholas J. Petcoff commented, "Since the launch of our operations in late 2009, we have been steadily building our book of liquor liability business as a core part of our hospitality industry focus. I'd like to thank our loyal agencies and our association partners for their commitment to Conifer."

Conifer's suite of products for the Michigan hospitality industry is distributed through more than one hundred independent agencies in the state. Additionally, Conifer is the endorsed insurance provider of the Michigan Licensed Beverage Association, and the Associated Food & Petroleum Dealers.

Mr. Petcoff elaborated further, "Building on our leading market position in Michigan, we are successfully expanding our hospitality business to other states across the country. Our products are competitively priced, and provide a variety of coverage options for our agency partners and their clientele."

## **About the Company**

Conifer Holdings, Inc. is a Michigan-based insurance holding company formed in 2009. Through its subsidiaries, Conifer offers insurance coverage in both specialty commercial and specialty personal

product lines marketing through independent agents in all 50 states. The Company completed its initial public offering in August 2015 and is traded on the Nasdaq Global Market (Nasdaq:CNFR). Additional information is available on the Company's website at [www.CNFRH.com](http://www.CNFRH.com).

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