



**Conifer  
Holdings  
Inc.**

NEWS RELEASE

# Conifer Launches Suite of Insurance Products for the Craft Beverage Industry

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BIRMINGHAM, Mich., Jan. 11, 2016 (GLOBE NEWSWIRE) -- **Conifer Holdings, Inc.**(Nasdaq:CNFR) today announced that, through its insurance carrier subsidiaries, the Company has launched a suite of commercial insurance products for the Craft Beverage industry.

Conifer Director and Executive Vice President Nicholas J. Petcoff commented, "We have been carefully studying the microbrewery and craft beverage industry as a natural complement to our core competencies of providing insurance solutions for the hospitality industry. We are pleased to now formally launch this suite of products through our insurance company subsidiaries."

Conifer's suite of products is generally available in most states on both admitted and surplus lines platforms through the Company's insurance carrier subsidiaries: Conifer Insurance Company, and White Pine Insurance Company.

This suite of products encompasses all major lines of business including general liability, property, liquor liability, equipment breakdown, commercial auto and umbrella.

Specialized features include coverage enhancements such as:

- Beverage Product Leakage
- Spoilage Coverage
- Peak Season - coverage for increased inventory to meet seasonal demands
- Product Recall Expense

- Off-Premises Service Interruption (including overhead transmission lines)
- Special Event Coverage (Craft Beverage Festivals, Tastings, etc.)
- Tour Liability

Target classes include:

- Brew Pubs
- Micro-Breweries
- Regional Craft Breweries
- Nano Breweries
- Micro / Craft Distilleries
- Specialty Craft Beer/Wine Shops

### **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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