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FOR IMMEDIATE RELEASE

Peace Hills Invests in Performance-Managed Property Claims with Contractor Connection

KITCHENER (December 12, 2017): Contractor Connection®, a division of Crawford & Company (Canada) Inc., and the leading global contractor managed repair provider for consumers in need of property repairs after an insurance claim, today announced its partnership with Western Canadian insurer, Peace Hills General Insurance Company (Peace Hills).

Contractor Connection® manages a vast network of restoration contractors to provide an efficient, high-quality repair vendor network for residential and commercial property claims programs. Implementation of the Contractor Connection program will provide insight into the performance metrics of Peace Hills' property claims vendors, facilitating efficient, performance-driven claims handling.

Peace Hills prides itself on being a general insurance company that puts their policyholders first and strives to enhance the claims experience. With performance metrics, analytics and estimate accuracy, Contractor Connection promotes a positive policyholder experience and drives performance to the highest of standards.

“We are excited to be partnering with Peace Hills,” remarked Dan Loosemore, vice president of sales and operations, Contractor Connection (Canada). “The Peace Hills property claims management team has an ambitious approach to enhancing the claims process. With a focus on the customer, and a trusted contractor network, there is true alignment in terms of claim accuracy and performance.”

“At Peace Hills, our team is looking forward to partnering with Contractor Connection. The network credentialing and performance management of claims will enhance our existing property claims processes,” explained Patricia White, vice president of claims, Peace Hills. “Working with Contractor

Connection will allow Peace Hills to leverage the established relationships with certified contractors to enhance the policy holder's claim experience."

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About Contractor Connection®

Contractor Connection®, a division of Crawford & Company, is an industry leader in contractor managed repair and home improvement services, and provides insurance carriers and consumers a national network of residential and commercial contractors that are vetted and managed for performance, measuring quality, timeliness and customer satisfaction. Contractor Connection has operated in the U.S. for more than 20 years, and was launched in Canada in 2010. The program offers a complete and seamless solution to property damage repairs from initial claim response to final completion. Utilizing reliable and highly credentialed contractors, the program delivers best in market property claims performance. Our quality assurance program, complete with a detailed estimate audit, performance analytics and teams overseeing the claims progress, ensures claims efficiencies and accuracy while ultimately enhancing the customer experience. For more information, visit www.contractorconnection.com.

About Crawford®

Based in Atlanta, Crawford & Company (NYSE: CRD-A and CRD-B) is the world's largest publicly listed independent provider of claims management solutions to insurance companies and self-insured entities with an expansive global network serving clients in more than 70 countries. The Company's two classes of stock are substantially identical, except with respect to voting rights and the Company's ability to pay greater cash dividends on the non-voting Class A Common Stock (CRD-A) than on the voting Class B Common Stock (CRD-B), subject to certain limitations. In addition, with respect to mergers or similar transactions, holders of CRD-A must receive the same type and amount of consideration as holders of CRD-B, unless different consideration is approved by the holders of 75% of CRD-A, voting as a class. More information is available at www.crawfordandcompany.com.

About Peace Hills Insurance

Peace Hills Insurance is a licensed, general insurance company, which has been insuring Western Canadians since 1982. Committed to exceptional claims service, PHI is dedicated to providing courteous and efficient service. Peace Hills employs over 200 staff who serve over 478 broker offices across British Columbia, Alberta, Saskatchewan, Manitoba, the Northwest Territories, Nunavut and Yukon Territory.