



## **NEWS RELEASE**

For immediate release

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### **Hudson Crop Launches Total Revenue Coverage™**

New York, NY – August 4, 2015 – Hudson Insurance Company (Hudson) today announced a new addition to Hudson Crop’s suite of private products, Total Revenue Coverage (TRC). TRC is a supplemental insurance policy to multi-peril crop insurance (MPCI) that offers farmers a single, firm, crop revenue guarantee at the time of sign-up. This coverage uniquely addresses farmer’s concerns regarding price volatility, which has been extreme in recent years.

“Total Revenue Coverage is a simple solution to help farmers protect their revenue,” said Dan Gasser, president of Hudson Crop Insurance Services, Inc. “We’re thrilled to be the exclusive provider of TRC and as a result, our agents will have an enhanced offering in today’s competitive marketplace.”

With TRC, farmers can choose from a range of dollar amounts per acre and payment limits that are appropriate for their farm and crop. By managing the risk and the effect on revenue per acre, TRC helps protect revenue, including Title I payments, when crop prices or yields are low.

Christopher Gallagher, CEO of Hudson Insurance Group said, “With the release of TRC, Hudson Crop continues to demonstrate that it is the market leader in providing cutting edge, risk management solutions for farmers.”

TRC was developed by Watts & Associates, Inc. The coverage is being sold exclusively by Hudson Crop.

Total Revenue Coverage™ is a registered trademark of Watts & Associates, Inc., Billings, MT.

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Hudson Insurance Company is a market-leading specialty insurer that offers a wide range of property and casualty insurance products to corporations, professional firms and individuals through retailers, wholesalers and program administrators.

Headquartered in New York City with offices throughout the U.S. and an office in Vancouver, Canada, Hudson underwrites specialty primary and excess insurance on an admitted basis through Hudson Insurance Company and a non-admitted basis through Hudson Specialty Insurance Company and Hudson Excess Insurance Company. Hudson Insurance Company is admitted in all U.S. jurisdictions. Hudson has surplus lines eligibility in all U.S. jurisdictions through Hudson Specialty Insurance Company and Hudson Excess Insurance Company.

Collectively known as Hudson Insurance Group, its companies are rated A (Excellent) by A.M. Best, Financial Size Category XV. Hudson Insurance Group is the U.S. Insurance Division of OdysseyRe, a leading worldwide underwriter of property and casualty reinsurance and specialty insurance and wholly-owned by Fairfax Financial Holdings Limited. For more information, visit [www.hudsoninsgroup.com](http://www.hudsoninsgroup.com).