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Source: TRISTAR Insurance Group

TRISTAR Releases New Branding, Logo, Website

TRISTAR Insurance Group (TRISTAR) unveiled its new brand, logo, and tagline today, along with its newly redesigned website for the parent company and its three primary business divisions: TRISTAR Risk Management, TRISTAR Benefit Administrators, and TRISTAR Managed Care.

The newly introduced tagline “Transforming risk into opportunity” is a message distilled from the Company’s history and track record, and highlights TRISTAR’s continuous commitment – to not only solve problems or offer solutions, but also to create opportunities and help secure a better future for its clients.

“The rebrand marks a new era for TRISTAR,” said Founder and President Tom Veale. “Our Company has grown significantly by putting the needs of our clients first”. “We are extremely proud of what we have accomplished. Over the past 25 years we have helped private corporations and public entities alike reduce inefficiencies and increase their bottom lines.”

“Our values at TRISTAR demand that each of us always do the right thing, and our firm is built upon the higher ideals of respect, integrity, trust, and excellence,” said Senior Vice President of Business Development, Matthew Craig. “Our tagline ‘Transforming risk into opportunity’ reflects the promise to our clients that when they engage TRISTAR, they have a partner who always looks for ways to improve their claims program and will not settle for the status quo”.

Headquartered in Long Beach, California, with offices across the country, TRISTAR Insurance Group is one of the nation’s leading claims management service providers and the single largest independently owned TPA in the nation.