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FOR IMMEDIATE RELEASE

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Contact: Andrew Franken, (608) 255-1749

**STUDY SAYS WISCONSIN HOMEOWNERS INSURANCE
 AMONG LEAST EXPENSIVE IN THE COUNTRY**

MADISON, WI – Insuring your home is less expensive in Wisconsin than nearly any other state, according to a recent study from a group of state insurance regulators.

The National Association of Insurance Commissioners (NAIC) report shows that residents in Wisconsin spend an average of \$491 on homeowners insurance, 49th in the nation.

The NAIC report, which is based on 2007 data, says that the average homeowners insurance premium in Wisconsin is 40 percent lower than the national average of \$822. The state with the lowest average expenditure for homeowners insurance in the country is Idaho at \$477.

The average homeowners insurance premiums in neighboring Midwestern states are \$800 in Minnesota, \$700 in Illinois and \$610 in Iowa.

In fact, the NAIC data shows that the average homeowners insurance premium in Wisconsin rose by only one dollar in 2007, down from an average of \$490 in 2006.

"Wisconsin insurance consumers continue to benefit from a highly competitive and affordable homeowners insurance market," said Andrew Franken, president of the Wisconsin Insurance Alliance. "The low cost of homeowners insurance is particularly welcome at a time when Wisconsin families are watching their expenses more closely than ever."