

FOR IMMEDIATE RELEASE**Road America parent company MAPFRE ASISTENCIA, elected
Best Travel Insurance Company 2011 by the international
magazine *Travel Insurance Journal***

MIAMI, FL – NOVEMBER, 10, 2011 Road America's parent company, MAPFRE ASISTENCIA, has received the Best Travel Insurance Company 2011 Award by the international magazine Travel Insurance Journal (ITIJ). This award, one of the most prestigious in the sector, was presented in Lisbon to Mr. Rafael Senén, Chairman of MAPFRE ASISTENCIA, during the International Travel Insurance Conference (ITIC), the only international forum specializing in Travel Insurance and Assistance.

"This Award is in recognition of the work of the over 5,000 employees of MAPFRE ASISTENCIA all over the world and their contribution to our company's success", stated the Chairman of MAPFRE ASISTENCIA, who expressed his satisfaction for this prize.

During the presentation of the award, the organization underscored the excellent performance of MAPFRE ASISTENCIA, its contribution to the international insurance business and its strategy to enter into new markets. Likewise, this Award underlines the commitment of MAPFRE and its subsidiaries to innovation both in products and in technological developments. It means, in particular, the recognition of MAPFRE ASISTENCIA for its solvency and its technical capacity.

The ITIJ Award is one of the most coveted prizes in the Assistance sector, thanks to both the prestige of the magazine that awards it and its diligent election process, which includes an online voting system for professionals in the industry and the assessment of a jury.

MAPFRE ASISTENCIA and its U.S. subsidiary Road America specialize in assistance and specialty risks. Present in 40 countries, they have a combined portfolio of 1,330 corporate clients that represent 74 million people. MAPFRE ASISTENCIA is the fourth largest Assistance insurance company in the world and has over 161 million beneficiaries worldwide.

ABOUT ROAD AMERICA: Road America is a preeminent provider of private label and co-branded roadside and vehicle related services for insurance companies, OEM manufacturers, automotive service contract companies, and other corporations and associations. Since 1978, they have set the standard for providing high quality assistance services in the United States, Canada and Puerto Rico to more than 22 million customers of their 120 major corporate clients. For USA and Puerto Rico services, Road America provides 24-hour assistance from their Response Centers located in Miami, Florida and Columbus, Georgia. Canadian services are provided through the Road Canada Response Center in Cambridge, Ontario. Road America is a wholly owned United States subsidiary of MAPFRE ASISTENCIA.

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