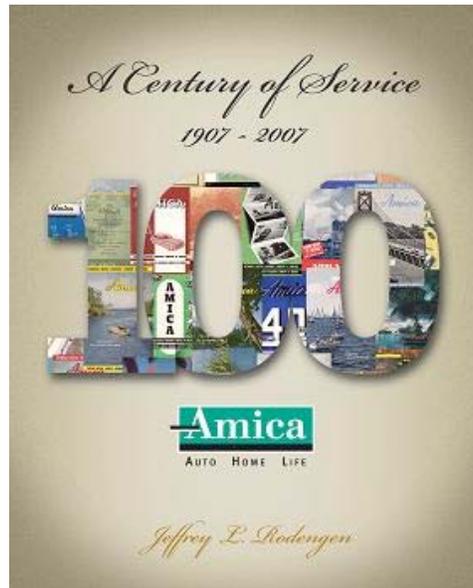


For Immediate Release



Write Stuff Enterprises announces the publication of  
**Amica: A Century of Service 1907-2007**

**October 2007, Fort Lauderdale, FL**—Write Stuff Enterprises, Inc. is proud to announce the release of *Amica: A Century of Service 1907-2007* by Jeffrey L. Rodengen.

In 1907, America was on the verge of great change. The United States then consisted primarily of farms and small towns, while horses and coal-fed locomotives remained the chief modes of transportation, despite the invention of the automobile.

Adolph Thomas Vigneron, however, anticipated that automobiles would become an inevitable part of the country's future, and in one small room, he founded the Automobile Mutual Insurance Company of America (Amica) in Providence, Rhode Island. Vigneron, an inventor and businessman, envisioned Amica as a mutual company, owned by policyholders instead of stockholders. He introduced the concept of preferred risk underwriting to the nascent field of car insurance, forgoing "soliciting agents" to rely exclusively on personal referrals from existing policyholders. Vigneron also understood the importance of making exceptional customer service the core of Amica's business philosophy.

*The World's Leader in Fine Business Publishing*

Write Stuff Enterprises, Inc. 1001 S. Andrews Avenue, Suite 120, Fort Lauderdale, FL 33316  
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From those humble beginnings, Amica has expanded to include services such as home, condominium, and renters insurance, as well as life insurance and personal umbrella liability coverage. With offices across the country, the company continues to maintain its strict values and to provide outstanding customer service to its policyholders, always paying claims promptly and fairly. From employing two clerks in 1907, Amica has grown to include a staff of more than 3,000 associates countrywide, with an average tenure of more than a decade. Amica's employees contribute to a corporate culture frequently referred to as the "Amica Family," helping the company maintain its leadership position within the industry.

Although Amica has never strived to be the biggest insurance company in the country, it prides itself on being the best.

*Amica: A Century of Service 1907-2007* is now available at fine booksellers nationwide for \$39.95 or directly from the publisher, Write Stuff Enterprises, Inc. at 1-800-900-Book (2665) toll free or (954) 462-6657. For additional titles, visit us on the Web at [www.writestuffbooks.com](http://www.writestuffbooks.com).

Write Stuff Enterprises, Inc. based in Fort Lauderdale, Florida, is the world's leading publisher of works on the evolution of industry and technology. Our mission is to bring to life, in full-color coffee-table-style books, the compelling stories of the great corporations, associations, and institutions that have revolutionized the world.

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