



NEWS RELEASE

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Blue Chairs part of Sentry marketing campaign

Chairs represent smart conversations about business insurance

Stevens Point, WI – Golfers and fans of the Sentry Tournament of Champions will be greeted by a set of blue chairs on the first tee of The Plantation Course at Kapalua Resort. The two chairs, in blue and light blue, are part of Sentry's marketing campaign, Right By You.

"The chairs, like the quotes in our logo, represent two sides of a conversation," said Stephanie Smith, Sentry vice president of marketing and brand management. "Sentry's brand is built on the power of conversation. It's how we've engaged our customers for more than 110 years."

The chairs were introduced in Sentry's advertising a year ago. In the ads, the chairs show up in unexpected places—in the middle of an auto dealer's lot or a factory floor, for example. They always face each other, like two people having a conversation.

"The campaign helps illustrate Sentry's commitment to getting to know our customers, and understanding their business and the risks they face," said Smith. "We're better able to work with them to develop the right insurance coverage, safety services program, or retirement plan based on their needs."

The blue chairs are popular seating at Sentry offices, a constant reminder of Sentry's culture and brand philosophy.

At the tournament, the chairs will take a prominent position on the first tee box. Golfers and caddies are welcome to take a seat prior to their round. They'll also be in the interview area. Golfers will be able to have a seat for their conversations with the media.

About Sentry:

Sentry Insurance is one of the largest and most financially secure mutual insurance companies in the United States, holding an A+ (superior) rating from A.M. Best. Sentry and its subsidiaries sell property and casualty insurance, life insurance, annuities, and retirement programs for business and individuals throughout the country. Headquartered in Stevens Point, Wisconsin, Sentry employs more than 4,000 associates in 41 states. See a complete list of underwriting companies at www.sentry.com.

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