

Security First Insurance Company Unveils Free, First-of-its-Kind iPhone Application

Ormond Beach, Florida (October 20, 2009)—Security First Insurance Company unveils its free homeowner's insurance iPhone application, "Security First Mobile," giving every Florida homeowner the freedom to access insurance services whenever and wherever they wish. Security First Mobile, a first-of-its-kind mobile application, enables policyholders to file a claim, locate Emergency Recovery Units, and make a premium payment. Many features of the application are available to Florida homeowners, regardless if they have a policy with Security First. Security First Mobile is available for free from Apple's App Store on iPhone or at www.itunes.com/appstore/ keyword "Security First Mobile."

"We're committed to finding innovative ways to provide higher levels of service."

Damage to or loss of a home can be devastating to a family. Security First Mobile helps get life back to normal as quickly as possible – even when other forms of communication are down. The application simplifies the claims process for policyholders by providing an intuitive tool to file a claim and submit photos of the damage to their home. In addition to on-the-spot assistance, the application has the ability to locate and provide directions to Emergency Recovery Units. These units will be deployed by Security First Insurance Company after damaging storms, offering claims processing on site and to answer questions.

Security First Mobile for the iPhone is available to all Florida homeowners and features the ability to locate and get turn-by-turn directions to the closest insurance agent and get an instant quote for Florida homeowner's insurance. Homeowners will also have access to an interactive Hurricane Preparedness Checklist to check off items as they shop for the supplies they'll need before a hurricane strikes.

In addition to the free iPhone application, Security First launched its mobile Web site earlier this year to ensure homeowners access to information on the go.

"We are committed to finding innovative ways to provide higher levels of service to homeowners throughout the State of Florida," said Locke Burt, President of Security First. "The positive feedback from homeowners about our mobile site led us to develop the first iPhone application to offer Florida residents the ability to efficiently file homeowner's insurance claims from the convenience of their phone."

For more information about Security First Mobile, please visit www.SecurityFirstFlorida.com.

About Security First Insurance Company

Security First Insurance Company has an “A” (exceptional) financial stability rating from the national financial rating service Demotech, Inc. The Florida-based company provides homeowners insurance to more than 65,000 customers located throughout Florida and has one of the most comprehensive reinsurance programs in the state, partnering only with A.M Best A-rated reinsurers. For more information, please call (877) 333-9992 or visit www.SecurityFirstFlorida.com.