

For Immediate Release

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New Brand Strategy Helps to Position Medical Mutual for Future

Raleigh, N.C. – Signal, a design, marketing, and technology firm located in Raleigh and Wilmington, NC, announced the launch of a new brand strategy for Medical Mutual, a leading provider of insurance solutions for medical professionals in North Carolina.

The new brand strategy was the result of more than 12 months of planning and research and aims to help Medical Mutual maintain its leadership position in the marketplace. The new branding comprises a logo for the Company as a whole, as well as differentiated logo treatments for its business subsidiaries Medical Security and MMIC Agency. The revised brand architecture also comprises the new tagline “Protecting Our Profession”, which succinctly states Medical Mutual’s mission.

In addition to developing new logos, Signal re-designed Medical Mutual’s entire suite of marketing collateral including identity materials, brochures, trade show displays, direct mail, videos, newsletters and annual reports. Furthermore, the company is now in the final phase of developing a new web site that will deliver an intuitive user interface and expanded functionality to better serve customer needs.

“We are beyond excited about this new project. Our long standing relationship with Signal has reinforced our confidence that they will create a solid marketing program that will serve the company for years to come,” commented Medical Mutual Chief Executive Officer, Dale Jenkins.

About Medical Mutual

Since 1975, Medical Mutual has established itself as a leading provider of professional liability insurance and a dedicated advocate for protecting the healthcare profession in North Carolina. More information about Signal is available at <http://www.medicalmutualgroup.com>.

About Signal

Signal is a design, marketing and technology firm that uses creative power to produce engaging communications projects in diverse media. From *Fortune* 500 corporations to pioneering start-ups, Signal helps clients deliver their message in creative and intelligent ways, building stronger relationships with prospects, customers, shareholders, partners and employees.

Established in 1992, Signal has studios located in Raleigh and Wilmington, North Carolina, and has evolved into one of the region's largest creative services companies. More information about Signal is available at <http://www.signalinc.com>.

For more information please contact:

Bryan Kristof, Director of Marketing
Signal Design, Inc.
Tel: 910-509-0710
Fax: 910-509-0720
Email: bkristof@signalinc.com

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