

Press Release

FOR IMMEDIATE RELEASE

Road America Opens New 24-Hour Response Center

Miami-based B2B provider of 24-hour roadside and assistance services inaugurates state-of-the-art 24-hour Call Center in Columbus, Georgia.

Columbus, GA. - Road America, a leading provider of 24-hour roadside and assistance services, announced the inauguration of their newly constructed, state-of-the-art, 24-hour Response Center in Columbus, Georgia.

The new 25,000 square-foot, custom made, call center facility has the capacity to seat 285 positions and to handle over 685,000 calls every month for roadside assistance and other services. The Road America Response Center is fully equipped with state of the art telephony, white noise reduction system, emergency back up systems, and an internet café for employees.

Founded in 1978 as a motor club corporation, Road America provides 24-hour international assistance service programs, including roadside assistance, through private label agreements with more than 100 corporate clients, including AIG, AON, Affinion, Ameriprise, GMAC, Harley-Davidson, Kawasaki, and Volkswagen of America (Volkswagen/Audi). Currently over 16 million people in the United States are provided 24-hour roadside assistance by Road America. In addition to serving the automotive and OEM industries, Road America offers assistance service programs to the insurance, motorcycle, telematics, telecom and financial services industries.

The Columbus Response Center enhances Road America's operations including an impressive 200-plus seat Response Center and corporate headquarters in Miami, Florida. Columbus, Georgia was selected out of 3,000 cities considered based upon a professional industry study for call center operations.

Road America is a subsidiary of MAPFRE, an international insurance company based out of Madrid, Spain that provides insurance and assistance services in 39 countries throughout the world. The MAPFRE Group is made up of 244 companies and employees a workforce of more than 19,000 people across the globe. In 2005, MAPFRE reported gross revenue of \$16.5 billion dollars (US).

For additional information, you may visit www.road-america.com and www.mapfre.com.