



Peachtree Special Risk Brokers Appoints Marc Dodson as Vice President of Executive Liability Division

February 7, 2006

ATLANTA, GA--(MARKET WIRE)--Feb 7, 2006 -- Anthony T. "Tony" Strianese, President of Peachtree Special Risk Brokers, LLC, is pleased to announce the appointment of Marc Dodson as Vice President of the newly formed Executive Liability Division.

Peachtree Special Risk Brokers is a wholesale insurance brokerage firm with written premiums of over \$200,000,000 through six offices and a staff of 80 professionals. Formed in 2000, Peachtree Special Risk Brokers is a wholly owned and independently operated subsidiary of Brown & Brown, Inc. (NYSE:BRO - News).

The Executive Liability Division will operate with two primary offices, in Dallas, Texas and Atlanta, Georgia. The Division will initially have a staff of 5 wholesale insurance professionals.

In the near future, the Dallas office is expected to expand to include a property division. Executive liability is anticipated to be offered in the California market during the fourth Quarter of 2006.

The Executive Liability Division will offer highly specialized and customized services in the areas of Directors and Officers, Professional, Employment Practices, Fiduciary, Crime, and Kidnap / Ransom coverages.

The Division's business model will be focused on two primary goals:

- Maintain and expand an agency's existing client base
- Enable agencies to aggressively pursue new business opportunities

A proprietary website is in development that will allow business partners access to coverage outlines, branded applications, policy forms, current articles, and carrier links.

Peachtree Special Risk Brokers' Executive Liability Division looks forward to working with agents nationwide.

Marc Dodson	Andrew M. Bierbaum
Vice President	Assistant Vice President
Executive Liability Division	Executive Liability Division
Peachtree Special Risk Brokers, LLC	Peachtree Special Risk Brokers, LLC
Email Address - mdodson@psrllc.com	Email Address - abierbaum@psrllc.com
Mobile Phone - 469-586-7173	Mobile Phone - 404-234-4480

Dallas Office	Atlanta Office
4412 Fairway Drive	3490 Piedmont Road, Suite 1100
Flower Mound, Texas 75028	Atlanta, GA 30305

Office - 972-539-4516	Office - 404-649-7857
Fax - 972-539-4581	Fax - 404-467-6431
Office Hours - 7am - 7pm CST	Office Hours - 7am - 7pm EST

This press release may contain certain statements relating to future results which are forward-looking statements, including those relating to continuing our revenue, earnings and operating growth, as well as identifying and consummating attractive acquisition opportunities. These statements are not historical facts, but instead represent only the Company's current belief regarding future events, many of which, by their nature, are inherently uncertain and outside of the Company's control. It is possible that the Company's actual results, financial condition and achievements may differ, possibly materially, from the anticipated results, financial condition and achievements contemplated by these forward-looking statements. Further information concerning the Company and its business, including factors that potentially could materially affect the Company's financial results and condition, as well as its other achievements, are contained in the Company's filings with the Securities and Exchange Commission. Some factors include: general economic conditions around the country; downward commercial property and casualty premium pressures; the competitive environment; the integration of the Company's operations with those of businesses or assets the Company has acquired or may acquire in the future and the failure to realize the expected benefits of such integration; the potential occurrence of a disaster that affects certain areas of the States of Arizona, California, Florida, Georgia, New Jersey, New York, Pennsylvania and/or Washington, where significant portions of the Company's business are concentrated; the actual costs of resolution of contingent liabilities; those factors relevant to Brown & Brown's consummation and integration of announced acquisitions, including any matters analyzed in the due diligence process, material adverse changes in the customers of the companies whose operations are acquired, and material adverse changes in the business and financial condition of either or both companies and their respective customers; and the cost and impact on the Company of previously disclosed litigation initiated against the Company and regulatory inquiries regarding industry and Company practices with respect to compensation received from insurance carriers. All forward-looking statements made herein are made only as of the date of this release, and the Company does not undertake any obligation to publicly update or correct any forward-looking statements to

reflect events or circumstances that subsequently occur or of which the Company hereafter becomes aware.

Contact:

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Source: Brown & Brown, Inc.