



Brown & Brown
INSURANCE.

Brown & Brown, Inc. Announces Seventeenth Consecutive Increase in Its Quarterly Cash Dividend

October 20, 2010

DAYTONA BEACH, FL and TAMPA, FL, Oct 20, 2010 (MARKETWIRE via COMTEX) --

Brown & Brown, Inc. (NYSE: BRO) today announced that the Board of Directors at its regularly scheduled meeting on October 20, 2010, voted to increase the quarterly cash dividend rate to \$0.08 per share, a 3.23% increase from the current rate of \$0.0775 per share, with the first payment at the new dividend rate to be made on November 17, 2010, to shareholders of record on November 3, 2010. This is the seventeenth consecutive year of dividend growth for the Company.

Brown & Brown, Inc., through its subsidiaries, offers a broad range of insurance and reinsurance products and services, as well as risk management, third-party administration, managed health care, and Medicare set-aside services and programs. Providing service to business, public entity, individual, trade and professional association clients nationwide, the Company is ranked by Business Insurance magazine as the seventh largest independent insurance intermediary in the United States. The Company's web address is www.bbinsurance.com.

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SOURCE: Brown & Brown, Inc.