W. R. Berkley Corporation Introduces "Berkley One" Brand for High Net Worth Personal Lines

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GREENWICH, Conn.--(BUSINESS WIRE)-- **W. R. Berkley Corporation (NYSE:WRB)** today introduced its new high net worth personal lines brand, Berkley One.

Set to launch its products in the latter half of 2017, Berkley One will offer specialty personal insurance coverages to sophisticated individuals and families, supported by world class risk and claim management, on behalf of W. R. Berkley Insurance Group member insurance companies rated A+ (Superior) by A.M. Best. Products will be distributed through select expert independent agents and brokers.

W. Robert Berkley, Jr., president and chief executive officer of W. R. Berkley Corporation, commented, "The name Berkley One signifies the blending of the collective know how, experience and expertise of Berkley into one-on-one personalized relationships with customers and producers designed to respond to the lifestyles and changing needs of a modern generation of affluence. It is a brand dedicated to the customer first experience and protecting the way customers live."

To learn more about the Berkley One brand and its insurance and risk management products, please visit https://www.linkedin.com/company/berkley-one-a-w.-r.-berkley-company.

Founded in 1967, W. R. Berkley Corporation is an insurance holding company that is among the largest commercial lines writers in the United States and operates worldwide in two segments of the property casualty business: Insurance and Reinsurance.

This is a "Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995. Any forward-looking statements contained herein, including statements related to our outlook for the industry and for our performance for the year 2016 and beyond, are based upon the Company's historical performance and on current plans, estimates and expectations. The inclusion of this forward-looking information should not be regarded as a representation by us or any other person that the future plans, estimates or expectations contemplated by us will be achieved. They are subject to various risks and uncertainties, including but not limited to, the success of our new ventures or acquisitions and the availability of other opportunities, our ability to attract and retain key personnel and qualified employees, and other risks detailed from time to time in the Company's filings with the Securities and Exchange Commission. These risks could cause actual results of the industry or our actual results for the year 2016 and beyond to differ materially from those expressed in any forward-looking statement made by or on behalf of the Company. Any projections of growth in the Company's revenues would not necessarily result in commensurate levels of earnings. Forward-looking statements speak only as of the date on which they are made, and the Company undertakes no obligation to update publicly or revise any forward-looking statement, whether as a result of new information, future developments or otherwise.

Products and services are provided by one or more insurance company subsidiaries of W. R. Berkley Corporation. Not all products and services are available in every jurisdiction, and the precise coverage afforded by any insurer is subject to the actual terms and conditions of the policies as issued.

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