



FOR IMMEDIATE RELEASE

New Product Recall Insurance Available for Manufacturers and Suppliers

Woodland Hills, CA – February 4, 2009 – Dietary Supplement Practice Leader Greg Doherty of Poms & Associates Insurance Brokers, Inc. (www.pomsassoc.com) announced today that a new product recall legal liability insurance coverage has been introduced. Coverage is provided by an insurance company rated “A” by the A.M. Best rating organization.

“Product recall insurance forms have always been tailored for retail operations, which is to be expected after the infamous recalls of Tylenol, Menu Food (pet food) and numerous others over the years,” Doherty said. “But the insurance policy forms were not a good fit for their suppliers, as many exclusions and limitations that were acceptable to a retailer were not acceptable to a supplier.”

The new coverage fills that void and enables the insurance company to respond to product recall legal liability imposed on a supplier (such as a supplement raw material supplier or contract manufacturer) if the company is found to be legally liable for costs associated with their customers’ recall of a product.

The recall of a product does not have to be mandated by a regulatory body for coverage to be triggered. Voluntary recalls are covered if there is imminent danger of a product causing bodily injury to a person. The insurance will fit almost any industry where a basic supplier/customer relationship exists.

“In the current climate of more government scrutiny, instant media sensationalism of incidents and hungry plaintiff lawyers, this new insurance should at least be considered by all companies in the supply chain, not just the retailer,” Doherty concluded.

About Poms & Associates Insurance Brokers, Inc.

Poms & Associates is a full-service insurance brokerage firm offering property & casualty, employee benefits, personal lines, risk control and risk management consulting services to public and private entities. Poms has been dedicated to providing clients with the highest degree of personal service, knowledge and innovation since it was established in 1991.

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