

FOR IMMEDIATE RELEASE

5/16/17

Contact:

Kirsten Eddins

(319) 739-1346

keddins@truenorthcompanies.com



ANNOUNCING TRUENORTH LEADERSHIP PROGRESSION

(CEDAR RAPIDS, Iowa, May 2017) –

TrueNorth is excited to publicly announce some important leadership evolutions. Jason Smith, Executive Vice President of TrueNorth's Transportation Division, has been promoted to President of TrueNorth. Duane Smith will remain CEO.

As a TrueNorth principal and board member for over a decade, Jason Smith has provided leadership to the transportation industry, assisting in its evolution from a specialty niche to one of the most profitable sectors in the firm. With an eye on the future, Jason will further his focus on the firm's business development goals and closely monitor TrueNorth's continued growth. Succeeding Jason Smith in the Executive Vice President role is Trent Tillman, previously Practice Leader of TrueNorth's Asset-Light Risk Solutions practice.

As TrueNorth's Chief Executive Officer, Duane Smith will continue to have an active role in TrueNorth, serving the company in this capacity until his eventual transition to Chairman. Duane's focus for the next several years will be on continued growth as well as further maturation of the TrueNorth operating system centered around value creation for TrueNorth clients, colleagues, and strategic partners.

Since 2001, TrueNorth has focused on assisting clients with protecting and maximizing assets, resources, and opportunities. The firm's entrepreneurial operating platform and model has successfully enabled TrueNorth to increase sales sevenfold and expand market presence to 15 additional locations since its founding. The firm's growth is in alignment with TrueNorth's 20/20 vision, which establishes a goal of over \$1 billion in premiums and anticipated growth to accommodate over 400 staff members.

These evolutions mark an important milestone in the firm's succession strategy. Two of the founding principles of TrueNorth were to remain privately held and to perpetuate from within. Furthermore, TrueNorth's bylaws stipulate that equity must begin to transition at age 62. This evolution allows for Jason and Duane to spend the next three years leading the firm together, setting up a seamless transition in 2020.

ABOUT TRUENORTH

TrueNorth® is an entrepreneurial insurance and financial strategies firm focused on providing integrated solutions to clients. Our firm specializes in assisting business and individuals with customized solutions for their insurance and financial strategies needs. For businesses, we provide

risk management/property casualty, employee benefits, retirement plans, strategic continuation planning for business succession, consulting and education. We provide additional niche specific services for the construction, medical, and transportation industries. We provide individual solutions in personal home, auto, liability, financial planning and health insurance. Headquartered in Cedar Rapids with additional Iowa locations in Cedar Falls, Des Moines, and the Quad Cities. Across the country, we have sales offices in Colorado, Illinois, Michigan, Tennessee, and Texas. Learn more at www.truenorthcompanies.com.