

Encore Risk Management Announces MediaPlus Website

(BIRMINGHAM - 2001 JUN 01) MediaPlus Insurance Services, part of the Encore Risk Management group and a leading provider of consultative risk management services for the communications, media and entertainment industries wish to introduce the new MediaPlus Insurance Services web-site at www.mediaplus4ins.com.

"Less than 6 months ago, shortly following our announced spin-off we explained [February 2001, Newsletter] why it was necessary and how this would likely end up being a true "win-win" for all concerned. We talked about the ability to build upon what we already do well, and where we will be hard at work enhancing and expanding our current capabilities in order to continue to meet your risk management and insurance needs in the future" said William Blake, chief executive officer for The Encore Risk Management Group, Inc in his opening statement.

Mr. Blake goes on to add, "A renewed presence on the web is a critical next step as it offers another channel to reach our target audience and for our target audience to conveniently learn more about us and our unique approach to their business. For those of you already familiar with the MediaPlus name and our prior web-site affiliation you should continue to expect the same informative approach and consultative perspective. Only now you should see some improvement in the overall site navigation, more opportunities for interactivity and a few other special enhancements we always wanted to include but were never able to deliver prior to the spin-off. We realize this is not an end, but rather just the beginning for our revamped web site. And while we are pleased to make this announcement here and now, we are even more excited by the long-term enhancements possible via the internet in the coming months and years ahead. Thank you for your continued support!"

The Encore Risk Management Group Inc., will for now, serve as the parent or holding company for MediaPlus Insurance Services as well as offer value-added consultative services and cost-effective risk management solutions for corporate clients in industries outside of MediaPlus's already established areas of expertise.