

First Chicago NBD Will Provide Small Business Insurance Through the Hartford, CNA

CHICAGO, January 28, 1998 -- First Chicago NBD will offer a broader and more affordable range of property and casualty insurance to its 180,000 small business customers through strategic alliances with The Hartford Financial Services Group Inc. and CNA, the companies announced today. "These initiatives will help our small business customers easily obtain the first-class coverage they need at a price they can afford," said Philip S. Jones, the First Chicago NBD executive vice president with responsibility for insurance. "Our strategic partnerships with these respected underwriters meet an important corporate goal of expanding the menu First Chicago NBD offers to small business owners in the Midwest."

The partnerships also reflect the growing importance of insurance to First Chicago NBD. Already, the Corporation's agencies together rank as the nation's 13th largest insurance broker.

First Chicago NBD's small business customers in Illinois, Michigan and Indiana will choose how they access and manage their insurance needs. Companies comfortable with selecting their own level of fundamental coverage will work through the Hartford. This service likely will appeal to companies with annual sales of less than \$1 million -- or about 90 percent of First Chicago NBD's small business customers.

Companies that want personal assistance in making insurance decisions can work through a First Chicago NBD agent to review options, including the full menu from preferred provider CNA. These customers likely will have annual sales of more than \$1 million.

To streamline the insurance process, The Hartford and CNA will use their respective policy forms that have been independently tailored by each to specific industries and designed for speed of handling. Most often, the policies will be issued within a week by the companies.

Last year, First Chicago NBD announced that it had chosen The Hartford to provide personal auto and homeowners insurance coverage to retail banking and credit card customers through the same mail/telephone response system. Pilot mailings began in September.

"Extending our relationship with this industry leader beyond personal lines is good news for First Chicago NBD's small business customers," said Geoff Smith, president of The Hartford's Commercial Affinity business.

"We will provide professional advice, industry-tailored policies and superior service through our Financial Institutions Business Center."

The center provides customer services, including 24-hour claim service nationwide via a toll-free number and local claim adjusters. CNA has provided computer software to First Chicago NBD's insurance agencies -- First Chicago Insurance Services in Illinois and NBD Insurance Services in Michigan and Indiana.

"Our new point-of-sale software will make it easier for First Chicago NBD agents to sell commercial insurance in their primary market area," said Michael McGavick, president of CNA Commercial Insurance. "In addition, CNA's Agency Consultants will help First Chicago NBD's agencies benefit from the insights gained from our industry-renowned Agency/Company Economic Study (ACES)."

First Chicago NBD and the insurers have begun segmenting the customer base in order to best match products with customer needs. The bank will introduce the insurance companies to customers through a letter; bank branches also will make referrals. Information about both The Hartford and CNA programs also will be available through First Chicago NBD's Internet site at www.fcncbd.com.

Chicago area pilots are scheduled to begin in the first quarter.

CNA (NYSE: CNA) is one of the world's premier insurance organizations, ranking among the top 10 U.S. insurance groups. Since 1897, CNA has built on a foundation of financial strength, stability and commitment to customers and business partners.

CNA is the registered service mark and trade name of CNA Financial Corporation.

The Hartford (NYSE: HIG) is one of the nation's oldest and largest insurance and financial services operations, with 1997 revenues of \$13.3 billion. As of December 31, 1997, The Hartford had assets of \$131.7 billion and shareholders' equity of \$6.1 billion. The company is a leading provider of commercial property and casualty insurance, automobile and homeowners

coverages, and a variety of life insurance, annuities, employee benefits and assets management plans.

First Chicago NBD (NYSE: FCN), with assets of \$114.1 billion, is the nation's 8th largest bank holding company and is the Midwest's market leader in providing financial services to consumers, middle market companies and large corporations.

Visit First Chicago NBD's Internet site @ www.fcxbd.com Visit The Hartford Internet site @ www.thehartford.com Visit CNA's Internet site @ www.cna.com