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Press Release

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For Immediate Release: Whitney Peterson joins the Gowrie Group of Companies as VP of Marketing

Westbrook CT:

The Gowrie Group of Companies announced today that Whitney Peterson has joined the company as VP of Marketing. "Whitney will help us better define and position our brand as Connecticut's largest and fastest growing independent insurance agency," said Ed Gumbrecht, the firm's Chief Operating Officer.

Whitney will be responsible for directing the marketing activities for all of the Gowrie Group of Companies. Her initial efforts will focus on active brand positioning, increasing customer awareness of the company and its wide range of offerings, and improving the company's web presence. She will work out of the company's Westbrook office.

Whitney brings a wealth of marketing experience and a strong understanding of the boating world. She has spent 13 years in marketing, customer research, and strategic planning. The last 4 of which she spent working for the global marketing agency, Digitas, as the VP/Director of the Customer Insights department. Having grown up on boats and around the water, she has a deep appreciation for the maritime world. Whitney is an avid sailor; she was a 4-time college All-American, a 4-year member of the US Sailing Team, and ranked in the top-10 in the world in the 470 Olympic sailing class. Currently she races Sonars at the Sachems Head Yacht Club. Whitney graduated from Dartmouth College with a degree in Geography. She resides in Guilford, CT with her husband and two small children.

The Gowrie Group of Companies, Gowrie, Barden & Brett, Gowrie, Brett & Young, Fisher & Fisher Associates, Customer One Financial and Pension Advisors Group LLC, provide insurance and financial services throughout the United States. Gowrie Barden & Brett is a full service insurance agency with clients worldwide. Gowrie, Brett and Young specializes in employee benefit services and life and health products to companies throughout the Northeast. Fisher & Fisher Associates is a leading personal lines insurance agency based in Darien CT. Customer One Financial is a leader in Boat & RV finance. Pension Advisors Group LLC offers consulting services to sponsors of 401(k) plans and other forms of deferred compensation.

For more information about The Gowrie Group of Companies, go to www.gowrie.com.