

For Immediate Release

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### **MAX Mutual Aid Ministries Enters New Era**

**Overland Park, Kansas** (January 1, 2012) – MutualAid eXchange (“MAX”) has announced that it is increasing its support of the Mutual Aid Ministries program. “Mutual Aid Ministries is the heart and soul of the MAX Enterprise; MAX would be just another insurance company without Mutual aid Ministries. That being the case, it is critical to stabilize and strengthen Mutual Aid Ministries both financially and otherwise” said Dave Wine, President and CEO of MAX.

Until now, MAX and its predecessor companies have generously supported Mutual Aid Ministries, but the extent of this support has been based on several criteria including annual financial results. Now, due to increased demands on Mutual Aid Ministries’ resources and its vital importance to the enterprise, MAX will do more. “The needs of our brothers and sisters have to be met, notwithstanding the ups and downs of the economy and the company’s balance sheet,” said Carl Litwiller, Executive Vice President, Mutual Aid Ministries.

Therefore, **effective January 1, 2012, MAX will contribute one percent of every premium dollar** to Mutual Aid Ministries. This will be an ongoing commitment that will:

1. Provide a strong and reliable foundation for Mutual Aid Ministries, and
2. Encourage others to join MAX in this most worthy endeavor.

“We are delighted with this commitment by management and boards to provide funding for Mutual Aid Ministries that is linked to the growth of the organization,” said Lloyd Miller, Mutual Aid Minister and Director of Denominational Relations.

Under this “first fruits” gifting policy, Mutual Aid Ministries will receive a more reliable and sustainable source of funding through MAX.

For more information about MAX or Mutual Aid Ministries, contact the MAX team at 877-971-6300. Or, visit [www.faithbasedinsurance.com](http://www.faithbasedinsurance.com) or [www.mutualaidministries.com](http://www.mutualaidministries.com).

### **About MAX and Mutual Aid Ministries**

MutualAid eXchange is a faith-based insurance enterprise writing personal and commercial lines of insurance in 15 Midwest and Mid-Atlantic states. MutualAid eXchange is a reciprocal organization, meaning it is owned by its members. The enterprise consists of a licensed carrier, supporting agencies and a Mutual Aid Ministries team. The Mutual Aid Ministries program plays an integral part in fulfilling the MAX Vision of “*Creating and sustaining wholeness through preserving and restoring property, lives and communities*” by providing ministries that help restore emotional, spiritual and financial wholeness to lives that have been affected by trauma, burden or physical loss.

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