



## **Risk Strategies Company Completes Merger Of Cohn-Reid-O'Neill Insurance Services**

December 6, 2010 --Boston, MA -- **Risk Strategies Company** (RSC), a national insurance brokerage and risk management firm based in Boston, today announced that it has successfully completed the merger of **Cohn-Reid-O'Neill Insurance Services, Inc.** (CRO) in Burlingame, CA with its West Coast operations. Focused on providing insurance brokerage and employee benefits services to the technology, agriculture and real estate sectors, CRO has built its private client personal lines insurance group, which serves high net worth individuals and families, into one of the largest in California.

The merger supports RSC's strategy to supplement organic growth and also diversify with targeted transactions. In addition, CRO expands RSC's presence in California, which already includes offices in Los Angeles, Sacramento and Irvine, and provides RSC with a solid foundation for continued growth in the rest of the Western U.S. region. Terms of the transaction have not been disclosed.

"CRO is one of the most respected insurance intermediaries in Northern California," said **Michael Christian**, Chief Executive Officer of RSC. "Combining CRO's expertise in property-casualty insurance, private client personal lines and employee benefits with our existing platform will deliver even better solutions for our respective clients and create more opportunities for future growth."

As part of the merger, CRO's three founding principals, Joe Cohn, Andy Reid and John O'Neill, will continue to lead CRO's business with all of CRO's employees joining the newly combined RSC-CRO organization.

"Our two companies share a common philosophy and commitment to delivering highly valued insurance solutions to clients," said **John O'Neill**, Chairman of CRO. "We look forward to joining forces with RSC and building on what both organizations have accomplished over the past 13 years."

Mystic Capital Advisors Group, LLC provided transaction advisory services to RSC.