



PRESS RELEASE

For more information, contact:

For Immediate Release

Media Inquiries: info@madhousefl.com

Arlene Segovia @ 786-393-8955

New Resident At MAD House, Inc.

Claims Assist Florida, LLC. Hires Agency for Hispanic Initiatives

Tampa, FL (November 3, 2008) – MAD House, Inc. is proud to welcome the newest resident of our full service advertising and marketing agency. Claims Assist Florida, LLC. has joined the growing agency after reviewing several other local agencies in the market.

“Since our goal is to continue growing Claims Assist Florida by serving the Spanish community, we chose MAD House, “ said Edwin Leal, Licensed Public Adjuster and Partner. “We felt that MAD House best understood both the needs of Claims Assist Florida and the needs of those we want to serve.” Leal continues, “Additionally, we felt that the background and experience of the Mad House team would be a valuable resource and would guarantee that our message of ‘working for the people’ would be delivered professionally, delivered in a culturally appropriate manner, and delivered to the right target audience.”

Claims Assist Florida, LLC works on the behalf of homeowners and business owners to ensure proper and efficient processing of insurance claims as well as offering their expertise in reviewing policies prior to signing. Leal states, “By representing the individual, and not the insurance company, our services will protect and benefit home/business owners when dealing with an insurance claim.” The company has been serving the Tampa Bay community since 2004 and the executives are looking to increase their already strong connection with the Hispanic community as they expand their market presence.

Though hiring a public claims adjusters to represent your home or business is common in larger metropolitan areas like New York and Miami, it’s still a relatively overlooked service in smaller markets. Claims Assist Florida has grown through word of mouth over the years and received a notable increase in business after they provided services for some Hispanic clients. Leal and Tim Livingston, Partners at Claims Assist Florida, said 93% of their claims in the last six months are from Hispanic customers.

The focus now is to better educate the community on the benefits of hiring a public claims adjuster to protect and defend your assets. MAD House, Inc. will develop marketing and advertising initiatives, which will include the creation of a new multi-media campaign, to aid in the awareness and education initiatives in the Tampa Bay area.