



**FOR IMMEDIATE RELEASE**  
**November 21, 2007**

Contact: Kim Benson  
KFSa  
620-802-0736  
kbenson@kfsa.com

## ***Elliott Insurance Management launches new Web site***

**HUTCHINSON, Kan.**—Clean-looking and easy to navigate. That’s how Elliott Insurance Management’s Vice President and General Manager Lee Gleason describes the new Web site launched this month on behalf of the local insurance agency.

The new site, [www.elliottins.com](http://www.elliottins.com), contains information about the local insurance agency’s auto, homeowners, commercial and health and life insurance options. Elliott employee bios and photos are also accessible online, linked to the Web site of its parent company, KFSa. Another link at the end of each bio allows Elliott customers to e-mail agency staff directly.

“We’re very pleased with the Web site’s fresh, clean design and anticipate that our customers will use it more and more as we add more information in the coming months,” Gleason says. “For instance, our current and potential customers will soon be able to request a quote for insurance online.”

The Web site was a joint venture between the KFSa marketing department, which designed the site, and AgTrax, which assisted in setting up the site and is acting as the host server.

Gleason says Elliott site visitors also may read up-to-date news items about the agency and find links to helpful sites in the Hutchinson area, as well as Web sites that contain general information about insurance needs.

Elliott Insurance Management is a full-service independent insurance agency that has served the needs of individuals and businesses in the Hutchinson and Reno County, Kan., area since 1967. Elliott Insurance is a Trusted Choice® member of the Independent Insurance Agents & Brokers of America. It was purchased in 2005 by KFSa, one of the largest insurance agencies in Kansas, to add to the insurance options it provides to its customers.

### **About KFSa**

Formed in 1947, KFSa is composed of several businesses: agribusiness, personal and commercial insurance agencies, risk management, human resource management and business development. It is one of the largest insurance agencies in the state of Kansas. KFSa also owns Elliott Insurance Management in Hutchinson, Kan.

KFSa customers include grain elevator companies, chemical and fertilizer dealers, oil, petroleum and propane companies, and feedyards in Kansas, Colorado and the upper Midwest. More information about KFSa can be found at [www.kfsa.com](http://www.kfsa.com).

#####