



PRESS RELEASE

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The Independent Glass Association takes issue and contends that the Safelite Auto Glass campaign is much ado about nothing. Safelite has made a decision to tap into the sensationalism reported by the National Insurance Crime Bureau (NICB) on the dramatic rise in “questionable” auto glass claims. However, when these “questionable” claims are closely examined, the incidence of suspected fraud is remote. The Independent Glass Association denounces all insurance fraud and suggests that the NICB report the number of arrests and convictions resulting from these fraudulent practices in order to provide the public with an accurate assessment of the problem.

The Independent Glass Association stands by its position that there are legitimate auto glass companies properly employing direct marketing strategies. IGA Executive Director Michael Russo suggests that “bullying” more frequently occurs on the call between policyholders and some third party administrators, who use aggressive and often misleading language to steer claims. In this regard, the Independent Glass Association has been collecting steering reports that are validated by policyholders.

In addition, the IGA has received reports from glass shops that employees of a company affiliated with one TPA perform windshield inspections on behalf of an insurer and coincidentally have a replacement windshield for the specific vehicle being inspected in the inspector’s truck so that a replacement can be performed instantaneously rather than be performed by the company originally chosen by the vehicle owner. That is bullying.

To the extent insurers are concerned that direct marketing (or “harvesting” as the insurers like to call it) is increasing the number of claims being made, the Independent Glass Association challenges insurers to address one of their preferred provider’s nationwide media campaign that encourages policyholders to file claims that may be of “no cost” to the policyholder. The association believes that this media campaign has increased the incidence of auto glass claims and is absolutely comparable to the direct marketing campaigns that are currently under scrutiny.

Russo states, “The insurance industry simply cannot address one marketing strategy and ignore completely the other.”

Russo notes further: “As the old saying goes, ‘people who live in glass houses shouldn’t throw stones.’ Safelite and auto insurers ought