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**Clements International Officially Becomes Clements Worldwide**

*Leading global insurance provider unveils new brand to reflect core values,  
unify regional offices and reenergize visual identity*

Washington, D.C. (May 23, 2011) — Clements International, a leading insurance provider for expatriates and international organizations, announced today the completion of a six month rebranding effort to become Clements Worldwide. This change unifies the company's Washington, DC and London offices under one brand, and positions it for future regional expansion.

"This is a critical time in our company's history and we recognized the need for a more unified identity that reflects who Clements is today future: an organization with a worldwide presence, serving the needs of our customers across continents and time zones," said Sergio Sanchez, director of marketing for Clements Worldwide. "Our core service values are at the center of the new brand, which reflects the company's commitment to what really matters – our customers. Our staff is very excited to share this change with our clients as we continue delivering innovative insurance solutions with superior customer service."

The rebranding initiative includes a bright, new logo and corporate icon, which will be visible across all online and print platforms. Additionally, Clements debuts a new, user-friendly website and a cross-industry advertising campaign developed around the tagline: "*Never Leave Anything to Chance – Take Clements With You.*"

Clements partnered with an integrated marketing agency to develop the brand strategy, while it relied heavily on its internal teams for guidance and feedback. The name change from Clements International to Clements Worldwide consolidates the company's brand as it continues to grow and enhance its multinational presence.

This rebranding marks the beginning of a new chapter for the international insurance provider. With its new brand identity, Clements will build on its 64-year history to become a truly global player in the insurance industry. The new brand has been officially rolled out to the company's offices in Washington, DC and London.

For more information or specific requests, please contact Kathy Dorf at +1.202.872.0060 or kdorf (at) clements (dot) com.

**About Clements Worldwide**

Clements Worldwide is a leading insurance provider for expatriates and international organizations. Founded in 1947, Clements offers international car, property, term life, health, specialty and high risk insurance in over 170 countries. With offices in Washington, DC and London, Clements provides comprehensive coverage, superior customer service and unparalleled claims response. To learn more and quote online, visit [clements.com](http://clements.com).

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