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**Rockford Mutual Insurance Company Wins ValChoice Award for “A Best Value” in Illinois and Wisconsin**

*Award Recognizes Rockford Mutual as One of the Best Insurers for Service, Claims Handling and Value*

**Rockford, IL – June 1, 2018** – Rockford Mutual Insurance Company has won the prestigious ValChoice® award as A Best Value for car insurance in the states of [Illinois](#) and [Wisconsin](#) for the award year 2017/18. To win this award, Rockford Mutual provided their customers with a unique combination of excellent customer service, claims handling, and value in the car insurance products they sold over a three-year period.

ValChoice awards recognize the best insurance companies, state-by-state. The company’s data analytics engine is the first to let consumers know which insurance companies offer the best claims handling, service, and value.

“Rockford Mutual’s mission is to provide exceptional service, innovation, security, ease of doing business and pay claims promptly and fairly” said Kent Shantz, President and CEO of Rockford Mutual. “Receiving this award from ValChoice, an analytics company, is a welcomed recognition of our dedication and commitment to our agents and policyholders and serving them well in their time of need.”

“I founded ValChoice to bring transparency to the insurance industry and help consumers find the protection and value they deserve from the insurance they must buy,” said Dan Karr, Founder and CEO of ValChoice. “It’s great to see Rockford Mutual achieving such excellence in service, claims handling and value. The level of excellence Rockford Mutual has achieved is something in which both the company, and the communities they serve, can take great pride.”

**About Rockford Mutual**

Rockford Mutual Insurance is helping families, individuals and businesses today and during their time of need by helping to put their lives back together. Our mission is to provide exceptional service, innovation, security, ease of doing business and pay claims promptly and fairly. This is accomplished by hiring the best associates, cultivating their talents, living our core values while leveraging technology.

**About ValChoice**

ValChoice® is the only company to provide consumers, agents and advisors with information on which home and auto insurance companies offer the best value: price, protection (claims handling) and service. The company’s analytics platform collects and analyzes millions of financial and complaint data points and delivers the results in an easy-to-use service that Forbes Magazine describe as "Carfax for insurance.". Using ValChoice, consumers are finally able to shop for insurance based on value rather than making decisions blindly based on price or advertising campaigns.

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