



Pronto Insurance Recognized as a “Top 50 Franchise for Minorities”

BROWNSVILLE, TX, November 3, 2014 - Pronto Insurance, a leading managing general agency providing sales & distribution, underwriting, and claims administration services focused primarily on the non-standard auto insurance market segment in Texas, has been recognized by the National Minority Franchise Initiative (NMFI) in its annual "50 Top Franchises for Minorities" list. Pronto Insurance was ranked #2 on NMFI's list.

Over the past eight years, NMFI has conducted its annual survey to track and analyze the progress of minorities within the franchising community. The results indicate that minorities are increasingly represented among franchisees across the United States. 100% of Pronto Insurance's 33 franchised units are minority-owned.

Pronto offers a unique retail approach to consumers throughout Texas, providing them with reasonably priced insurance and financial products. The market knowledge and the strength of the brand makes a Pronto franchise a very attractive investment opportunity

“NMFI is pleased to recognize Pronto Insurance for its commitment to the recruitment and advancement of minorities in its extensive franchisee community,” said Rob Bond, founder of NMFI and president of the World Franchising Network.

“We are tremendously proud of our diverse franchise owner community and are honored to be included in NMFI's annual list,” said Jorge Barcena, President of Pronto Insurance. “Our franchisees' entrepreneurial spirit and demonstrated commitment to our customers are integral to Pronto Insurance's standing as an industry leader in Texas.”

The results of the NMFI annual survey were featured in the October 24, 2014 issue of USA Today-Franchising Today section. Pronto Insurance also has been recognized as a top franchise opportunity by Poder and FORBES magazines. Additional information on single unit franchise opportunities and becoming part of the Pronto family may be obtained by visiting www.prontofranchise.com or calling Pronto at 855-687-7088.

About Pronto Insurance

Pronto Insurance is a provider of auto insurance solutions and other insurance products. The company, which is headquartered in Brownsville, Texas, has approximately 100 locations statewide in Corpus Christi, the Rio Grande Valley, Laredo, San Antonio, El Paso, Houston and Austin. Pronto Insurance is owned by its leadership team and an affiliate of Palladium Equity Partners, LLC, a private investment firm with over \$2.5 billion in assets under management. For additional information about Pronto Insurance visit www.prontoinsurance.com.

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