



## **Blue Cod Technologies to Participate in the 2011 Great California ShakeOut**

*– Premier Managed Insurance Services Provider the Only Registered Mass-based Site –*

**MARLBOROUGH, Mass. – October 18, 2011** – Blue Cod Technologies, Inc., the leading managed insurance services provider for the property and casualty (P&C) industry, will join the Great California ShakeOut, the world’s largest earthquake preparedness drill, on Thursday, October 20, 2011 at 1:20 p.m. EDT (10:20 a.m. PDT).

“Earthquakes strike at any time with no warning,” reminds Mark Benthien, communications director, Southern California Earthquake Center. “Knowing how to protect ourselves means being trained to immediately and instinctively ‘Drop, Cover and Hold On.’ It also means having enough food and water to last for at least three days when public services are disabled. I urge every business, school, organization and individual to register, participate, and be prepared so you can be the next survival story.”

On August 23, 2011, a 5.8 magnitude earthquake near Richmond, Va. sent shockwaves up the East Coast including New England. Although the Commonwealth emerged unscathed, the earthquake served as a wakeup call for the region. In response, Blue Cod Technologies has registered as an official 2011 Great California ShakeOut site to share information on how to better prepare, protect and recover from an earthquake.

“As an East Coast company, Blue Cod Technologies has a unique connection to helping improve earthquake protection for Californians from an insurance-coverage perspective,” said Simon de Montfort Walker, executive vice president, operations, Blue Cod Technologies, Inc. “During the last 5 years, we have worked closely with the California Earthquake Authority (CEA) and member carriers to help bring better earthquake insurance coverage to homeowners affected by an earthquake in the Golden State. As a ShakeOut site we can now help by educating the public on how to better protect themselves from a personal safety perspective.”

Blue Cod Technologies is the only Mass.-based site registered for the ShakeOut earthquake drill, which boasts a record number of 8.2 million people participating in the 2011 event. Calif.-based radio and television stations will air a “Drop, Cover and Hold On” drill broadcast at 10:20 a.m. PDT. Many schools, hospitals and first responder organizations in California are planning more elaborate preparedness drills. Individuals and families in their homes are urged to use this opportunity to create or review their plans.

Registration is simple and takes only a few moments at [ShakeOut.org](http://ShakeOut.org). The extensive website offers critical tips and invaluable information for families, neighborhoods, businesses and communities on how to prepare now to be able to survive and recover faster from an earthquake.

### **About the Great California ShakeOut**

The Great California ShakeOut earthquake drill is produced by the Earthquake Country Alliance a public-private partnership that includes the Southern California Earthquake Center, Cal EMA, FEMA, U.S. Geological Survey, American Red Cross, State Farm Insurance, and the California Earthquake Authority (CEA).

### **About Blue Cod Technologies, Inc.**

Blue Cod Technologies, Inc. is the leading provider of managed insurance services for the property and casualty (P&C) industry and addresses the support and technology needs of start-up, SMB and enterprise-class carriers in the Homeowner, Auto, Farmowners, Earthquake and Commercial Package markets. Blue Cod’s team of experienced insurance, technology and implementation specialists deliver high-end insurance services at a lower operational and capital expense than can be achieved through an organization’s internal staff. Blue Cod Technologies offers customers the ability to create customized solutions or take advantage of specialized programs such as CEA Process, FAIR Plan Process, Assigned Risk Auto and Coastal Homeowner that bundle services to address common insurance challenges.

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