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## **SELF Board Appoints Interim CEO**

Sacramento, CA –The SELF Board of Directors has appointed Chief Operating Officer Eric Lucas to serve as interim chief executive officer following the resignation of CEO Fritz Heirich in November.

Effective immediately, Lucas will assume the day-to-day responsibilities at SELF and work closely with Heirich over the next few weeks to ensure a seamless transition.

Lucas joined SELF in early 2010 as Senior Claims Officer and was promoted to Chief Operating Officer in June 2011. He has nearly 30 years experience in the property/casualty insurance business – including 11 years with Colorado’s municipal risk pool, holds CPCU and ARM designations, and is a licensed attorney in the State of Colorado.

Lucas said he appreciates the vote of confidence given him by the Board and looks forward to working closely with them and the rest of the SELF management team during this period.

At its December 9 meeting, the Board also designated the Executive Committee to oversee the search for a permanent CEO.

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