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**Press Release**

**Acuity's Marcus Knuth to Retire, Keith Baierl Named New VP-Enterprise Technology**

Acuity announced that Marcus Knuth will be retiring in April as Vice President – Enterprise Technology, capping a career at Acuity that spanned 33 years. Keith Baierl has been named Knuth's successor, continuing the insurer's technology and innovation leadership.

Under Knuth's leadership, Acuity built on its reputation of technological strength, elevating the experience of independent agents and customers. His vision of technology as an enabler helped elevate and enhance relationships, which are at the heart of our business. During his tenure, Acuity has been recognized as a technology leader, supporting agency connectivity, customer-focused claims processing, and more.

"I am grateful to have had the opportunity to work alongside such a talented team," said Knuth. "Our focus on being the easiest company to do business with provides a clear vision for continued success. Keith Baierl's strategic leadership and innovative thinking perfectly complement the leadership team to drive Acuity's future vision."

Baierl, General Manager – Information Systems, has held roles of increasing responsibility over his 27-year tenure with the organization. During his tenure, he has been instrumental in shaping the direction of Acuity's claims technology, including the creation and evolution of the insurer's proprietary claims system. Baierl embodies Acuity's common purpose of "daring to care" for employees, agents, and customers and "staring down risk" with a clear future-ready vision. Baierl holds a bachelor's degree in mathematics from UW-Whitewater.

"I am honored to join the talented leadership team at Acuity," said Baierl. "Technology plays a crucial role in enabling stronger relationships among employees, agency partners, and customers, and will be instrumental in driving our future vision. I am incredibly excited to help drive Acuity's continued success as a member of the leadership team."

Acuity Insurance is a leading provider of insurance solutions, delivering exceptional coverage and customer service to individuals and businesses in 32 states. With over \$3 billion in annual written premium, the insurer manages assets exceeding \$7 billion. Headquartered in Sheboygan, Wisconsin, Acuity employs over 1,700 people.