

Social Security Advocates for the Disabled, LLC Acquired by Brown & Brown, Inc.**Deal Value: Not Disclosed**

Sandler O'Neill served as exclusive financial advisor to Social Security Advocates for the Disabled, LLC in connection with this transaction. Overall, this represents Sandler O'Neill's 83rd financial services transaction since January 1, 2015, more than any other investment bank during that time period.¹

Since January 1, 2012, Sandler O'Neill has advised on 23 insurance transactions, more than any other full-service investment bank during that time period.²

Daytona Beach, Florida – February 8, 2016 – J. Scott Penny, Chief Acquisitions Officer of Brown & Brown, Inc. (NYSE: BRO), and Ann Marie Beaudoin and Victor Arruda, the founders of Social Security Advocates for the Disabled, LLC ("SSAD"), today announced that The Advocator Group, LLC, a subsidiary of Brown & Brown, Inc., has acquired substantially all of the equity interests of SSAD.

Since its founding in 1994, SSAD has provided Social Security disability insurance ("SSDI") advocacy services to individual clients on behalf of long-term disability insurance carriers. SSAD will continue to operate from its offices in Norwell, Massachusetts, under the sales leadership of Ann Marie Beaudoin and operational leadership of Megan Reid. The SSAD operations will report to Julie Turpin, Chief Executive Officer of The Advocator Group.

Ms. Turpin stated, "SSAD has been a key player in providing high-quality SSDI advocacy services for the long-term disability insurance carrier market for more than 20 years. We are excited to have them join The Advocator Group team. With Ann Marie and Megan on board, we look forward to continuing to deliver exceptional service to clients and carriers and to bring innovative products and processes to the market."

Ms. Beaudoin stated, "Our relationship with The Advocator Group will allow us to build on our long-standing track record of delivering positive results for our carrier partners. Together, we will strive to achieve our shared mission of preserving and improving the financial well-being of our clients. We are thrilled to be a part of this industry-leading team."

Brown & Brown, Inc., through its subsidiaries, offers a broad range of insurance and reinsurance products and related services. Additionally, certain Brown & Brown subsidiaries offer a variety of risk management, third-party administration, and other services.

(1) Source: SNL Financial. Includes financial services transactions in all geographies since January 1, 2015. Excludes terminated transactions, self-advisory roles and managed care transactions.

(2) Source: SNL Financial. Full service investment banks defined as those with an average disclosed deal value of \$25 million or greater. Excludes terminated transactions, self-advisory roles and managed care insurance transactions.

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