

Precept Rebrands as McGriff Insurance Services

New name builds on more than 130 years of brand equity

IRVINE, Calif., Jan. 15, 2020 /PRNewswire/ -- McGriff Insurance Services, a subsidiary of BB&T Insurance Holdings, today announced a rebranding for its California-based employee benefits firm, Precept.

Precept began doing business today as "McGriff Insurance Services." The rebranding follows the same name change for the former BB&T Insurance Services and BB&T Insurance Services of California in the past 18 months.

The McGriff name, with long-standing recognition in the insurance industry, comes from affiliate McGriff, Seibels & Williams.

"This is a name that goes back to 1886, and we're excited to build on the brand equity and recognition associated with this industry leader – now across all business units in California and the 16 states where we operate," said Rick Ulmer, president and chief executive officer of the Retail Insurance Division for BB&T Insurance Holdings.

Precept has a 30-year history of providing employee benefits consulting and benefits administration services. With offices in Irvine and San Ramon, it specializes in health engagement through innovative technology, wellness programs, and clinical management and data to develop Fortune 100-quality programs nationwide. The name change does not include affiliate Precept Advisory Group.

McGriff Insurance Services operates California agencies in San Diego, Pleasanton, Irvine, San Ramon, San Jose, Anaheim and San Francisco.

The brand transition includes a new logo with an updated version of the McGriff name, as well as an updated color palette, fonts and other design elements.

About BB&T Insurance Holdings

BB&T Insurance Holdings, the sixth largest insurance broker in the world, is a wholly owned subsidiary of Truist Bank. BB&T Insurance Holdings operates more than 200 offices including subsidiaries McGriff Insurance Services; McGriff, Seibels & Williams; CRC Insurance Services; Crump Life Insurance Services; and AmRisc, LLC.

SOURCE BB&T Insurance Holdings

For further information: Kedar Bryan, BB&T/Insurance Holdings Chief Marketing and Communications Officer, (704) 954-3070, Kedar.Bryan@BBandT.com

<https://ir.truist.com/2020-01-15-Precept-Rebrands-as-McGriff-Insurance-Services>