



FOR IMMEDIATE RELEASE:

**CRU GROUP Announces Major Addition to Senior Executive Team
Industry Veteran Jeff Hughes Joins as Senior Vice President, CRU GROUP**

Toronto, Ontario Canada September 10, 2018

Kyle Winston, President and CEO of CRU GROUP, today announced that Jeff Hughes, a veteran Canadian claims industry Executive, has joined the company as Senior Vice President. In his new role, Jeff will be accountable for Canadian Business Development, Maltman International and the development of the rapidly growing Daily Claims business, CRU Claim Services. "This is another huge coup for CRU," said Mr. Winston, "Jeff's track record speaks for itself. He has proven experience in successfully building up major Canadian claims organizations. Now, Jeff will bring all that experience to bear in helping the CRU GROUP team respond even more effectively to the tremendous opportunities we are seeing in a rapidly evolving Canadian claims marketplace."

Jeff Hughes is widely recognized as an outstanding business development and customer service-focused insurance professional with a solid technical understanding of claims handling and operations. He is also known to be an exceptional manager of people with a proven record of attracting and developing claims service teams across Canada. Previously, Jeff worked for almost 20 years as an Executive with SCM, helping to grow that small claims organization to national status.

CRU GROUP

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"I have spent the last year interviewing numerous Senior Insurance Executives who are directly focused on the claims sector," said Mr. Hughes, "They have told me, in no uncertain terms, that there is an unmet need in the market, a need that I am convinced the CRU GROUP strategy addresses directly. The CRU Vision is to act as a true partner with clients, delivering services 'as the client requires', using their defined policies and procedures and their own systems." Mr. Hughes explained, "It is a winning strategy and I am looking forward to helping Gary and Kyle Winston and the rest of CRU GROUP team deliver on that Vision."

"In Jeff Hughes, we have found just the Claims Leader we were looking for." said Kyle Winston, "He is going to make a major contribution as we build our General Adjusting and Program capabilities across Canada and expand our market-leading specialty claims capabilities at Maltman International. Stay tuned!"



About CRU GROUP

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Founded in 2004, CRU GROUP provides staffing solutions and claims management services for the Property & Casualty industry across North America. CRU Adjusting Group currently operates four main units: Catastrophe Response Unit Inc. Canada, Catastrophe Response Unit USA Inc., market-leading specialty claims adjusting firm Maltman International and The Academy of Insurance Adjusting (AIA). The Group's Head Office is in Toronto, Canada.

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