



NEWS RELEASE

First Trenton Changes Name to Travelers of New Jersey

PARSIPPANY, N.J., September 12, 2005 – Phyllis Forsyth, president and CEO of First Trenton Indemnity Company, a personal lines subsidiary of St. Paul Travelers (NYSE: STA), today announced the changing of the First Trenton brand to Travelers of New Jersey effective immediately.

“First Trenton has always been a Travelers company, and now changing our brand name to Travelers of New Jersey makes it clearer to customers, agents and the public that we are affiliated with one of the largest and most trusted property casualty insurers in the country,” said Forsyth. “In today’s competitive insurance market, it’s important for us to be recognized for what we are – one of the industry leaders in the state of New Jersey.”

The theme for the name change -- “Always First” -- honors First Trenton’s past and a long tradition of industry firsts at Travelers, including being the first company to issue an auto insurance policy. The theme also highlights Travelers of New Jersey’s goal to be the first choice for auto and home insurance in New Jersey.

In the coming weeks, Travelers of New Jersey will introduce a new auto insurance product and enhancements to its homeowners and identity theft coverage. It will also offer payment options including credit cards and electronic funds transfer. In addition, claims may now be reported directly to the company 24 hours a day, seven days a week.

“For nearly 14 years, as other insurers came and went, Travelers has been solidly committed to the New Jersey market. Now with a best-in-class claims operation, enhanced products, more appointed agents than ever before, and strong brand recognition, Travelers of New Jersey is poised to be number one in the state for auto and home insurance,” said Forsyth.

Travelers, the second largest writer of auto and homeowners insurance through independent agents, is a member of St. Paul Travelers, a leading provider of property casualty insurance. For more information, visit www.travelers.com. Travelers of New Jersey policies are underwritten solely by First Trenton Indemnity Company and Travelers Auto Insurance Co. of New Jersey, which are licensed to write business only in New Jersey.

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