



NEW JERSEY SKYLANDS INSURANCE AGAIN SPONSORS BALLOON FESTIVAL CONCERT

Al Jardine of the Beach Boys Opens 2009 Concert Series

READINGTON, N.J. (June 16, 2009) -- Morristown-based New Jersey Skylands Insurance Association (New Jersey Skylands Insurance), a leading personal-insurance provider in the Garden State, once again will present the opening concert at the 27th annual Quick Chek New Jersey Festival of Ballooning, the largest summertime hot air balloon and music festival in North America.

Rock and Roll Hall of Famer and founding member of the Beach Boys Al Jardine and His Endless Summer Beach Band will perform live in concert on Friday night July 24, 2009 at 8:00 p.m. to open the Festival's highly regarded concert series. Jardine's performance follows the first scheduled mass hot-air balloon ascension of the three-day Festival, which runs July 24-25-26 at Solberg Airport in Readington.

Tickets, which include general admission into the Festival and lawn seating for the concert, are \$17 in advance for adults (\$25 at the gate) and \$7 in advance for children ages 4-12 (\$10 at the gate). Blue Sky Club VIP tickets, which include reserved seating for the concert, Festival admission, priority viewing of the mass balloon ascensions along the flight line, and VIP parking, are \$50. Advanced tickets are recommended as concerts sell out early. For further information call 1-800-HOT-AIR9 or visit online at www.balloonfestival.com.

"We are thrilled that New Jersey Skylands Insurance is back with us this year," said Festival Executive Producer Howard Freeman. "Their continued sponsorship allows us to pursue top bands and popular artists to launch the Festival and entertain our attendees on opening day."

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“The Festival continues to provide New Jersey Skylands Insurance with excellent opportunities to reach out to existing clients as well as to new customers,” said John Tiene, Vice President at New Jersey Skylands Management, LLC. “New Jersey Skylands Insurance is proud of what it does as a company and just as proud to continue its association with this high-quality, family-oriented event.”

In addition to presenting Al Jardine & His Endless Summer Beach Band in concert, New Jersey Skylands Insurance will distribute a unique promotional item to Friday night’s concert-goers. The company will also sponsor a New Jersey Skylands Insurance pavilion offering Festival attendees a place to rest and recharge throughout the three-day weekend.

Last year New Jersey Skylands Insurance presented the Gin Blossoms, who opened the Festival’s largest concert lineup ever. In 2007 they sponsored the Free Express Shuttle Bus service between Raritan Valley Community College and the Festival.

“The Festival allows New Jersey Skylands Insurance to build name recognition with its target audience, and also provides cross-promotional opportunities with the other sponsors,” said Tiene, who has a personal attachment to hot-air ballooning. His great-great-great-grandfather, Dr. John Sheldon was the first Englishman to make an ascent in a balloon in 1784.

Working in partnership with local independent insurance agents, New Jersey Skylands Insurance provides its customers with an array of personal insurance products. The firm was also the first insurer to provide New Jersey policyholders with Identity Theft Resolution Services, Credit Monitoring and Roadside Assistance at no charge. Last year customers who filed claims gave New Jersey Skylands Insurance a 97-percent customer-claim-satisfaction rating.

About New Jersey Skylands Insurance

New Jersey Skylands Insurance Association is a full-service property-casualty insurance company. The company is rated A (Exceptional) by Demotech, Inc., a longtime provider of Financial Stability Ratings® of property-casualty insurance companies.

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New Jersey Skylands Insurance Association is managed by New Jersey Skylands Management, LLC (NJSM), an attorney-in-fact and a wholly owned subsidiary of OneBeacon Insurance Group, which is rated A (excellent) by A.M. Best. OneBeacon's U.S. headquarters is in Canton, Massachusetts. The company is publicly traded on the New York Stock Exchange under the symbol "OB".

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