

FOR IMMEDIATE RELEASE

May 6, 2009

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Charter Oak Insurance and Financial Services Co. Launches Unique Fundraising Campaign

Agency will use antique pickup truck to distribute refreshments, other items at local charitable events

Holyoke, MA—Charter Oak Insurance and Financial Services Co. (Charter Oak), one of the largest general agencies of Massachusetts Mutual Life Insurance Company (MassMutual), is pleased to announce the launch of the Charter Oak Truck—a 1948 Chevy pickup to be used for appearances at charitable walks and races throughout Massachusetts and Connecticut.

Charter Oak will dispense from the truck's bed donated refreshments to walkers, runners and other fundraiser participants. Companies who donate their goods will be recognized on truck signage as well as in any public relations issued by Charter Oak. The agency hopes to team up with local food and beverage companies in this effort.

Peter Novak, General Agent at Charter Oak, said: "The truck helps us to connect more closely with the causes, businesses and people in our communities, and supports our belief in grassroots outreach. Beyond all of this, it makes people smile."

The truck is set to make its debut on Sunday May 17th at the Pioneer Valley Heart Walk in Springfield's Forest Park.

Companies or walk coordinators interested in using the Charter Oak Truck to distribute their products or appear at their event should contact Cami Foley at 413-539-2000.

Charter Oak Insurance and Financial Services Co. is a general agency of Massachusetts Mutual Life Insurance Company (MassMutual) and serves the risk management, business services and retirement and investment planning needs of more than 65,000 clients throughout New England. With offices in Boston, Brewster, Farmington, Hadley, Holyoke, Southbury and Stamford, Charter Oak considers helping others the heart of its business and is proud to support many philanthropic organizations in all of the markets it serves. To learn more, visit www.charteroakinsurance.com.

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CRN200912-119195