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SENTRY INSURANCE TO MOVE ITS MADISON OFFICES TO ESSER PLACE

Stevens Point, Wis., April 4, 2011 – Sentry Insurance announced that it will relocate its Madison-based operations to Esser Place at 1800 Deming Way. The firm will occupy nearly 43,000 square feet of office space.

Sentry's Madison operations consist of more than 150 people, including information technology staff for the company's Consumer Products' systems and business support and management staff for Sentry's Specialty Auto insurance.

Sentry Insurance is in the process of building out the space now, with the intent of moving in June 2011.

"We are pleased about the new location. It will support our efforts to expand services to our agents and customers, and will accommodate our growth," said Joe Metz, Sentry's Vice President of Specialty Auto.

The building supplies a superior infrastructure, complete with redundant fiber for uninterrupted operations and back-up generators for continuous power supply. Corporate signage will be easily visible from the West Beltline Highway. Hotels, restaurants and retail amenities are in close proximity.

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Esser Place ownership was represented by Craig Stanley of Siegel-Gallagher, Madison office. Sentry was represented by Neil Ross of Jones, Lang, LaSalle and Tim Ridders of Cresa Partners.

Esser Place, consisting of two buildings totaling 150,000 square feet at 1800 and 1850 Deming Way, is now 87 percent leased. Sentry Insurance joins medical device manufacturer CareFusion, which occupies 84,000 square feet on the site. Only 20,000 square feet of Class A office space remain available.

Sentry Insurance, based in Stevens Point, Wisconsin, is one of the nation's leading insurance companies. Founded in 1904, Sentry and its subsidiaries provide property and casualty insurance, life insurance, annuities and retirement programs for businesses and individuals throughout the United States.

Siegel-Gallagher ONCOR International is a full-service commercial real estate firm with offices in Milwaukee, Madison, and Chicago. We offer a full range of real estate services including commercial brokerage of multi-family, office, industrial and retail properties, tenant services, asset management and advisory services, property and facility management, and construction services.

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