

ISO's Public Protection Classification (PPC™) Program

To help establish appropriate fire insurance premiums for residential and commercial properties, insurance companies need reliable, up-to-date information about a community's fire-protection services. ISO provides that information through the Public Protection Classification (PPC™) program.

What is the PPC program?

ISO collects information on municipal fire-protection efforts in communities throughout the United States. In each of those communities, ISO analyzes the relevant data using our Fire Suppression Rating Schedule (FSRS). We then assign a Public Protection Classification from 1 to 10. Class 1 generally represents superior property fire protection, and Class 10 indicates that the area's fire-suppression program doesn't meet ISO's minimum criteria.

By classifying communities' ability to suppress fires, ISO helps the communities evaluate their public fire-protection services. The program provides an objective, countrywide standard that helps fire departments in planning and budgeting for facilities, equipment, and training. And by securing lower fire insurance premiums for communities with better public protection, the PPC program provides incentives and rewards for communities that choose to improve their firefighting services.

ISO has extensive information on more than 44,000 fire-response jurisdictions.

More information is on the ISO website: www.iso.com

The PPC program provides an incentive for communities to improve the quality of their fire protection — and communities respond to that incentive.

A survey of fire chiefs conducted for ISO by the independent opinion research firm ORC International shows how much community fire officials rely on the PPC program.

The survey, based on telephone interviews with a sample of 501 fire chiefs and other fire department officials from across the country, reveals that the PPC program plays an important part in most communities' decisions on their fire-protection services.

Ninety-two percent of the fire chiefs and other officials interviewed said that, in planning for, budgeting, or justifying improvements or changes in their communities' public fire protection, the effect of such changes on the PPC is very or somewhat important. Fifty-nine percent of the fire chiefs and other officials reported that, in the last five years, they have used ISO's PPC program in planning for, budgeting, or justifying improvements or changes in their communities' public fire protection. And 69 percent said they plan to use the PPC program that way in the next three years.

The fire chiefs and officials said they had used the PPC Program:

- for planning or other economic purposes
- as a guide for making improvements in their community fire services
- for justifying expenditures and improvements
- in building a new fire station or to help determine the location of a new station
- in buying or upgrading equipment
- in increasing staff or training of staff



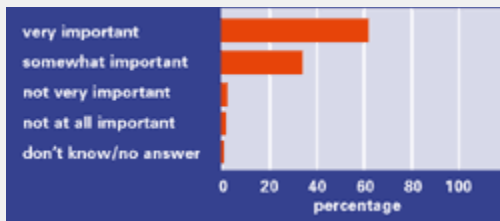
The Las Vegas Fire Department celebrated its 50th anniversary — and its PPC Class 1 rating — with a glittering display at the Las Vegas Convention Center.

HOW THE PPC PROGRAM AFFECTS COMMUNITIES' DECISIONS ON FIRE PROTECTION



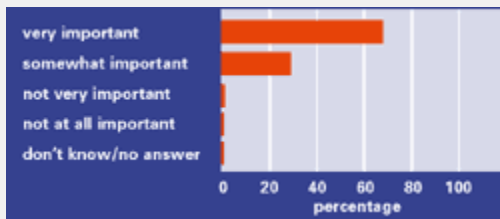
In planning for, budgeting, or justifying improvements or changes in your community's public fire protection, how important is the effect such a change might have on your community's PPC?

WHAT FIRE CHIEFS SAID ABOUT THE IMPORTANCE OF THE PPC PROGRAM



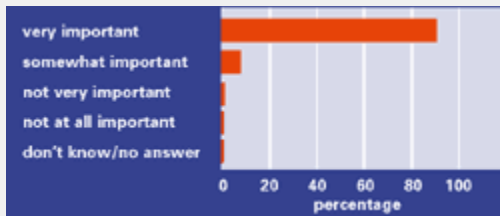
Planning for, budgeting, or justifying changes in public fire protection

Ninety-four percent of the fire chiefs and other officials said that planning for, budgeting, or justifying improvements or changes in public fire protection is an important use of the PPC program.



Helping the community save money on fire insurance

Ninety-six percent of the sample said that helping the community save money on fire insurance is important.



Helping the community save lives and property

And fully 97 percent said that helping the community save lives and property is an important use of the PPC program.

Source: a survey conducted by the opinion research firm ORC International, based on telephone interviews with 501 fire chiefs and other fire department officials