



River Network announces Swiss Re second-consecutive year sponsorship of RiverSmart, the nation's largest campaign for clean rivers and drinking water

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New York, 21 May 2003 - As millions of Americans head for the water this Memorial Day weekend, Swiss Re, a leading reinsurer, and River Network, a leading US conservation organization, today announced they are launching for the second consecutive year, RiverSmart, the nation's largest public education campaign for clean rivers and drinking water.

The RiverSmart campaign is aimed at dispelling America's misperceptions regarding river pollution and its effect on clean drinking water, fish and wildlife. Through a three-year television, radio and print advertising campaign and a national outreach effort, RiverSmart encourages individuals to change everyday behaviors to ensure healthy rivers and clean drinking water. River Network has established a website for the multi-year campaign at www.riversmart.org.

'We are deeply grateful to Swiss Re for their continued generous support and leadership which has enabled us to bring the message of being RiverSmart to everyone across the country,' said Don Elder, Chief Executive Officer of River Network. 'This weekend is the beginning of the traditional peak season for water-based recreation. It is a particularly good time for us to think about the vital role each American plays in protecting our waters. We all need to be thoughtful about the ways we use water, as well as about our daily activities that can cause pollution. Together, we can all help solve the problems that continue to plague our rivers, streams and lakes today.'

Adrienne Atwell, sustainability manager in the Americas' Divisional Underwriting Office, Swiss Re, said, 'We are committed to raising greater awareness of issues surrounding water management, and climate change and sustainability. RiverSmart will encourage people to have a deeper appreciation for water - and for sustainability, which is a major topic for Swiss Re. Our support of RiverSmart is one of the many water-related initiatives, which form part of Swiss Re's corporate citizenship program - Sharing Solutions.'

Noting that Travel Industry Association of America estimates more than 25 percent of Memorial Day travelers will head to oceans, beaches and lakes, Elder added, 'Our nation's rivers, streams and lakes support many uses, including a wide variety of recreational activities. They also provide the majority of our drinking water. But today, at least 40 percent of them are too polluted for their basic uses, such as fishing, swimming, and drinking.'

Until recently, US pollution control focused primarily on point sources - sewage pipes and industrial outflows. Yet according to the EPA, the leading cause of water pollution in the US is non-point source: chemical and waste runoff from lawns, roads and parking lots in urban areas, or fields and feedlots in rural areas.

Swiss Re has identified water quality and availability as a growing concern for society. By Swiss Re enabling RiverSmart, it continues to help people understand that they too can make a difference, by conserving water and preventing pollution in their own homes and backyards.

In addition to financial support, Swiss Re shares knowledge and provides expertise to build dialogue and contribute sustainable solutions. The information kit 'The Water Factor' contains various short publications reporting on different aspects of water, such as quality and management. It illustrates Swiss Re's constructive contribution to the water dialogue. As a centre of competence in risk management, Swiss Re fosters an open and constructive stakeholder dialogue on issues such as water and climate, to develop effective framework conditions and best sustainability management practices.

About Swiss Re

Swiss Re is a leading reinsurer and the world's largest life and health reinsurer. The company is global, operating from 70 offices in 30 countries. Since its foundation in 1863, Swiss Re has been in the reinsurance business. Swiss Re has three business groups: Property & Casualty, Life & Health and Financial Services. Swiss Re offers a wide range of traditional reinsurance products and related services, which are complemented by insurance-based corporate finance solutions and supplementary services. Swiss Re is rated "AA" by Standard & Poor's, "Aa1" by Moody's and "A+" by A.M. Best.

River Network

River Network is the nation's leader in organizing and supporting America's community-based river and watershed conservation movement. Founded in 1988, today RN supports over 700 Partner organizations, including local, statewide and regional conservation groups, public agencies, and tribal governments with more than one million members and volunteers. River Network's headquarters are located in Portland, Oregon. They maintain offices in Washington, D.C. and Montpelier, Vermont. For information, visit www.rivernetwork.org or call (503) 241-3506.