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**NEW SO-CAL TECH COVERAGE INITIATIVE IN SD**

**SAN DIEGO, Aug. 8, 2014 –** Insurance Agent Joseph S. Erle and 5th Avenue Insurance are excited to announce the launch of a new focus. Joe will concentrate on providing coverage for the rapidly growing San Diego technology sector, which includes tech and biotech startups, software-as-a-service (SAAS) developers, and digital media agencies.

Having the right insurance policy is vital to all technology companies. The high stakes of aggressive innovation and uncertainties of outcomes magnify the threats posed by the conventional business environment exponentially.

Joe specializes in commercial insurance policies that cover companies against breach of contract or warranty, loss of client data, denial of service attacks, copyright infringement. Other available coverage includes technology errors and omissions (Tech E&O), media coverage, data breach, and missed target policies for website developers.

Joseph S. Erle has an MBA with a Concentration in Technology Project Management. He is a keen observer of the technology industry. Following in the family footsteps, Joe has years of experience in commercial insurance, his father was an insurance broker for twenty years, and his brother is also an insurance broker.

5th Avenue insurance is a well-established San Diego based independent insurance agency with 30 employees, serving California, Nevada, and Arizona since 1983. Joe has been at the company for six years and worked in every aspect of commercial insurance coverage.

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**Connect with Joe on** [**LinkedIn**](http://www.linkedin.com/in/joeerle) **to learn how to best protect your business**

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