

BRAND REHABILITATION EXPENSES ENDORSEMENT

Named Insured			Endorsement Number
Policy Symbol	Policy Number	Policy Period to	Effective Date of Endorsement
Issued By (Name of Insurance Company)			

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

THIS ENDORSEMENT MODIFIES INSURANCE PROVIDED UNDER THE FOLLOWING:

**CHUBB RECALL PLUSSM POLICY FOR COMPONENT PARTS
CHUBB RECALL PLUSSM POLICY FOR CONSUMER GOODS
CHUBB RECALL PLUSSM POLICY FOR CONSUMABLE PRODUCTS**

The policy is amended as follows:

- I. The following is added to the definition of "Loss":

"Loss" includes "brand rehabilitation expenses".

- II. The following definition is added to the policy:

"Brand rehabilitation expenses" means the advertising, marketing and public relations expenses incurred by you as a direct result of an "insured event" to re-establish the "insured product(s)" to the projected level of sales or market share anticipated prior to the "insured event".

All other terms and conditions of the policy remain unchanged.