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For Immediate Release

Unico American Corporation Announces New Chairman of the Board

Woodland Hills, California – March 23, 2009 – The Board of Directors of Unico American Corporation (Nasdaq: UNAM) (“Unico,” the “Company”) today announced that it has elected Cary L. Cheldin Chairman of the Board, President and Chief Executive Officer, effective April 1, 2009. Cary Cheldin replaces Erwin Cheldin, who will retire on April 1 as Chairman, Chief Executive Officer and President and will remain on the Board.

Cary Cheldin began his career 29 years ago, at Unico, and has served as Executive Vice President of Unico since 1991. He served as Vice President from 1986 to 1991 and as Secretary from 1987 to 1991. Cary Cheldin started his insurance career as a retail sales representative and he has vast experience with underwriting and claims administration. He serves on various professional and community boards, including his current position as Chairman for the Association of California Insurance Companies, where he has served on that board since 2003.

“I am grateful to Unico’s board of directors for this opportunity to continue the work Erwin began 40 years ago,” Cary Cheldin said. “I am confident we are in position to build on our solid foundation as we work through the current environment.”

Cary Cheldin, 52, was born in Fort Rucker, Alabama. He holds a degree in biological sciences from the University of California at Davis (1978) and he holds a masters degree in business administration from the California State University at Dominguez Hills (1980).

About Unico American Corporation

Headquartered in Woodland Hills, California, Unico is an insurance holding company that underwrites property and casualty insurance through its insurance company subsidiary; provides property, casualty, and health insurance through its agency subsidiaries; and through its other subsidiaries provides insurance premium financing and membership association services. Unico has conducted the majority of its operations through Crusader Insurance Company since 1985. For more information, please visit Crusader’s Web site at www.crusaderinsurance.com.

Safe Harbor Statement Under the Private Securities Litigation Reform Act of 1995: Certain statements contained herein that are not historical facts are forward-looking. These statements, which may be identified by forward-looking words or phrases such as “anticipate,” “believe,” “expect,” “intend,” “may,” “plan,” “should,” and “would,” involve risks and uncertainties, many of which are beyond the control of the Company. Such risks and uncertainties could cause actual results to differ materially from these forward-looking statements. Factors which could cause actual results to differ materially include underwriting actions not being effective, rate increases for coverages not being sufficient, premium rate adequacy relating to competition or regulation, actual versus estimated claim experience, regulatory changes or developments, unforeseen calamities, general market conditions, and the Company’s ability to introduce new profitable products.

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