



MEDIA RELEASE

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Dallas Selected as Home for Insurance “Think Tank”

DALLAS, TX – October 1, 2009 – By appearance, there may be nothing more boring than a gathering of a bunch of insurance executives, however, if you have an innovative concept which sets forth a new product or method of distribution, there is an annual symposium where new ideas are the rave. Every September 400 insurance company executives have gathered in Dallas in search of the next great idea. Dallas is becoming ground zero for innovation in the insurance industry. Anyone who can benefit from the resulting new business development is carefully monitoring the ideas that are presented at the Dallas “think tank”.

Concepts introduced at this year’s “think tank” included selling insurance by the mile, new formats for protecting corporate executives from fraud or kidnapping and extremely cool business software tools coming from Microsoft which can do things from pointing an arrow on the floor to give you directions in a large city or airport to managing your grocery list with auto orders. The blending of ideas creates the best concepts.

One concept has Dallas would becoming the home of a major insurance trading exchange. The exchange would ultimately occupy up to 100,000 square feet of office space, directly employing 300 professionals and creating up to 4,000 new Dallas based jobs.

MarketScout hosts the entrepreneurial “think tank” every year in concert with strategic partners Microsoft and Liberty Mutual.

MarketScout is the United States’ largest insurance exchange, serving all 50 states via the internet from its Dallas headquarters. Microsoft is a market-leading innovator in technology solutions. Liberty Mutual is a successful personal and commercial lines insurance company.

Next year’s “think tank” is set for September 14 and 15, 2010.

MarketScout

MarketScout is a Dallas, Texas-based electronic insurance exchange which underwrites and distributes hundreds of product lines to its 35,000-member agency network across the United States. Over 50 “A” rated carriers participate in the MarketScout exchange platform at www.marketscout.com. MarketScout believes business produced via their insurance exchange is 7% to 8% more profitable than business generated by the typical marketplace.

Entrepreneurial Insurance Symposium

MarketScout hosts an annual “think tank” for new ideas entitled “Entrepreneurial Insurance Symposium” in Dallas each September.

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