



## **MEDIA RELEASE**

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# Four Hundred Execs Brainstorm at Insurance “Think Tank”

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**DALLAS, TX – October 2, 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, MarketScout’s “think tank” is the rave. Four hundred insurance executives gathered in Dallas for the third year in a row to share ideas and develop new concepts. MarketScout’s Entrepreneurial Insurance Symposium has become ground zero for innovation in the insurance industry. Over the course of the last three years, seven new insurance products, three underwriting software applications and twelve new entities have emerged from networking and collaboration at the symposium.

Concepts introduced at the 2009 “think tank” included selling insurance by the mile, risk managers’ views on innovation, new coverage formats for high net worth personal lines, geocoding for commercial auto, cutting-edge technology solutions and new methods for acquiring agencies. Also, extremely cool business software tools for business applications from insurance underwriting to PDAs that give directions by pointing an arrow on the floor as you walk down a city street.

MarketScout hosts the entrepreneurial “think tank” every year in concert with strategic partners Microsoft, Liberty Mutual and Business Insurance. Sponsors and innovative presentations were delivered by: ACE and its Private Risk Services division, Allied World Assurance, BNSF Railway Company, Brown & Brown Insurance, Burlington Insurance Group, CBS Coverage Group, CDT AMCAT Global, Inc., Chartis and its Private Client Group division, CIAB, CNA, Travelers, The Combined Group, FirstBest Systems, Inc., Harrah’s Entertainment, Inc., Insurance Information Institute, Markel, Marsh, Berry & Company, MileMeter, The National Alliance, Perot Systems Corporation, QBE Americas, Stoneridge Advisors, Vertafore, WIAA and many other progressive companies.

Next year’s “think tank” is set for September 14 and 15, 2010 (<http://www.einsurancesymposium.com>).

### **About 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 <http://www.marketscout.com>. MarketScout believes business produced via their insurance exchange is 7% to 8% more profitable than business generated by the typical marketplace.

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