



FOR IMMEDIATE RELEASE

Insurance Industry Challenged by Tough Economy, New Licensing Laws and Changing Distribution Models

DALLAS, TX – July 16, 2009 – Everything seems to be changing. The economic recession is impacting insurance buying decisions due to cost constraints and reduced exposures. Agents and insurers are suffering from the downturn in business. New distribution models are further cutting into the economic pie and as if that was not enough, even Lloyd's of London has broken down and changed its licensing laws making it much easier for US licensed agents to access Lloyd's on a more direct basis. The 2009 Entrepreneurial Insurance Symposium will profile these topics and much more on September 15 and 16 in Dallas, Texas.

MarketScout is hosting its third annual Entrepreneurial Insurance Symposium partnering with Liberty Mutual, Microsoft, Business Insurance Magazine, Allied World and many other leaders in the insurance industry to provide a forum for discussion of new models being implemented to take advantage of the ongoing changes in the industry.

The Symposium also provides a networking mall, cocktail receptions, luncheons and dinners that foster an exceptional opportunity to meet other forward thinking executives. This gathering is not for those supporting the status quo; rather, the focus is upon change itself and how to capitalize on the new opportunities created over the course of the last year.

Eight hours of continuing education credit is provided for attendees from approved states.

With keynote addresses by J. Hyatt Brown, Chairman and CEO of Brown & Brown, Inc., Charles Williamson, President of AIU's Private Client Group, Lance J. Ewing, Vice President, Risk Management for Harrah's Entertainment, Inc., John Wepler, President of Marsh Berry and Dr. Robert P. Hartwig, President and Chief Economist of the Insurance Information Institute, the conference promises to continue to offer the best insight of any insurance industry event in 2009.

The 2009 Entrepreneurial Insurance Symposium is a must-attend event for anyone interested in the changing world of insurance underwriting and distribution. Vendors offering expertise and entrepreneurial solutions will be on hand to share the innovations that will enable insurance companies, from small shop retail agencies to multi-billion dollar insurance carriers to increase efficiency, provide improved service to clients, and impact the bottom line.

According to speakers at the 2008 Symposium, "20% of P&C premiums move each year because of new concepts, products, and distribution plans" and these concepts, products and plans will be on display and discussed in depth at the 2009 Entrepreneurial Insurance Symposium.

Registration for both attendees and exhibitors is already underway, and can be made at the website: www.eInsuranceSymposium.com. Those interested in participating in the Symposium can call Chris Yount at 972-934-4256. Speaking slots are full, but sponsorship and exhibiting opportunities are still available.

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 Workers' Compensation, Energy, High Net Worth Personal Lines. MarketScout believes business produced via their insurance exchange is 7% to 8% more profitable than business generated by the typical marketplace.