



## PRESS RELEASE

### Internet Will Have Dramatic Impact on the Future of Insurance

**DALLAS, AUGUST 10, 2007** – After speaking to 28 major insurance company executives, including ACE, AIG, CNA, Hartford, and Safeco, MarketScout reports use of the internet to underwrite and distribute insurance has increased dramatically. MarketScout has conducted a study that indicates internet usage by agents, consumers, and insurance companies has increased an average of 63% each year since 2003. According to Richard Kerr, CEO of MarketScout, "After the allure of the internet waned in late 2000, many insurance executives felt web enabled insurance strategies were doomed. Over the last seven years, we have all learned from the mistakes of the past and the survivors are reaping the spoils. In 2007 it is clear, insurance companies with well defined internet strategies are delivering better results."

The executives of 28 insurance companies will be sharing their philosophies regarding use of the internet at MarketScout's eInsurance Symposium in Dallas, Texas on September 17 to 19. Executive presentations will be made by the following companies.

- Ace USA
- Advisen Ltd.
- AgentSecure
- AIG
- Answer Financial
- BDSI
- Bexar Capital
- Business Insurance
- CIAB
- CNA
- Combined Group
- Computer Sciences Corporation (CSC)
- Great Hills Partners
- Hales & Company
- Insurance Noodle
- Insurance.com
- Insweb
- MarketScout
- Marsh
- MFXchange Holdings, Inc.
- Microsoft
- Safeco
- SeaPass Solutions, Inc.
- Shinnecock Group
- Skywire Software
- Strongwood Insurance Holdings
- The Hartford Companies
- Vertafore, Inc.

To learn more about the 2007 eInsurance Symposium go to <http://www.einsurancesymposium.com> or call 800.500.8720 extension 4269.

#### About MarketScout

MarketScout is a Dallas, Texas-based electronic insurance exchange which underwrites and distributes hundreds of product lines to its 60,000-member agency network across the United States. Over 40 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, yet another advantage of using the internet to sell and distribute insurance.