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FOR IMMEDIATE RELEASE

MarketScout eInsurance Symposium Draws Four Hundred

Inaugural Conference Attracts Major Insurers, Investors and Distributors

DALLAS — Oct. 1, 2007 — Keynote speakers Paula Reynolds, CEO of Safeco, Dean O'Hare, former Chairman and CEO of Chubb and Bill Hartnett, Insurance Solutions Director of Microsoft were joined by thirty-six other CEOs and internet pioneers during MarketScout's inaugural eInsurance Symposium in Dallas. A broad array of industry topics were presented including online marketing techniques, SEMCI quoting tools, eInsurance methods deployed by major insurers, geocoding applications and many facets of "e-based" automation applications.

According to Richard Kerr, MarketScout's Founder and CEO, "Clearly, much water has passed under the online insurance bridge. Our symposium assembled successful web-enabled insurance companies, distributors and aggregators to share ideas on what works, what doesn't and where we go from here."

Kerr kicked off the symposium with a look back at the last ten years in eInsurance. He was followed by Bill Hartnett of Microsoft who presented a very interesting parallel of the insurance industry and other industries who are experiencing considerable change. A general session panel including industry leaders John Chu of The Hartford, Rod Fox, formerly of Praetorian, Larry Illion of CNA, Robert Purdy of AIG and Henry Schramm of ACE discussed the successes and future strategies of major insurers in the eInsurance arena.

The first afternoon was filled with breakout sessions profiling innovative concepts. These sessions included the following topics and speakers.

Web Based Automation & Applications

Jim Blinn, Principle – Advisen
Charles Fillizola, President – MFXchange Holdings, Inc.
Roger Rudell, Director – Product Management – P&C Solutions for CSC
Randy Skinner, COO – Skywire Software

eInsurance Investor's Forum

John J. Kraska, Managing Director – Hales & Company
Aaron T. Miller, Vice President – Great Hills Partners
Ian Packer, Partner – Bexar Capital

eAggregators

Ed Gillman, Founder & President – AgentSecure
Rick Quagliaroli, CEO – Strongwood Insurance Holdings
Blake Stock, CEO – Combined Group

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Life & Health Innovations

Fidel Baca, Principal – ExponentHR

Kurt de Grosz, Senior Vice President New Business Development – Vertafore, Inc.

John Maxwell, Managing Director Voluntary Products – Marsh

On day two, trailblazing internet pioneers, David Roush of Insurance.com, Jamie Pickles of Insweb and Alan Snyder, Founder of Answer Financial shared their experiences including what they would do differently if they blazed the internet trail once again.

Paula Reynolds, CEO of Safeco delivered a keynote address outlining how Safeco is “daring to be different.”

The session concluded with presentations on geocoding, mapping, lead generation, and technology companies who presented leading edge concepts.

MarketScout’s symposium has proven the insurance industry is entering a new phase of online insurance development. Phase one resulted in hundreds of misdirected business plans and millions of lost dollars. Phase two looks like it will be much different with progressive companies using the web to transfer massive premium volume. This transfer has already occurred with over \$40 billion of premiums moving from a traditional model into a web-enabled model. One thing is certain, there are more eInsurance models coming and more business will be moving into a web-enabled format.

About MarketScout

MarketScout, formed in 1999, has grown to become the nation’s largest insurance exchange. MarketScout underwrites and distributes hundreds of product lines to its 58,000-member agency network across the United States via marketscout.com and 32 other managed Web portals. Over 40 "A" Rated carriers participate in the MarketScout exchange platform. MarketScout believes the independent agent using the MarketScout insurance exchange produces business to insurers that is 7% to 8% more profitable than business generated by the general marketplace. For more information contact MarketScout at 1-800-500-8720 or visit <http://www.marketscout.com>.

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