



**FOR IMMEDIATE RELEASE**

## **MarketScout appoints Blaser as Managing VP of Affluent Personal Lines**

*Blaser will Help MarketScout Manage Continual Growth in the Personal Lines Market*

**DALLAS, TX, January 19, 2011** – MarketScout, a Dallas, Texas-based electronic insurance exchange, today announced that Lesa Blaser has joined the company as Managing Vice President of Affluent Personal Lines. Lesa served as Central Region Operations Officer at Willis Private Client Group for five years where she was responsible for the firm's Personal Lines initiatives.

“Lesa brings extensive, admitted-market relationships and experience in managing multiple offices to our team,” said Richard Kerr, CEO of MarketScout. “Lesa’s management background will be invaluable as we expand our platform to new cities.”

MarketScout's Affluent Personal Lines will work cooperatively with MarketScout Wholesale by offering services to agents in offices which were opened in the last year. Those offices include San Francisco, San Diego, Phoenix, Austin, Tampa, Memphis, Portland, New York and Oceanside, CA.

### **About MarketScout**

MarketScout is a Dallas, Texas-based electronic insurance exchange that underwrites and distributes hundreds of product lines to its over 47,000-member agency network across the United States and Canada. Over seventy "A-rated" carriers participate in the MarketScout Exchange platform at [www.MarketScout.com](http://www.MarketScout.com).

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