



News Release

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FOR IMMEDIATE RELEASE

Entrepreneurialism and Innovation to be Profiled at MarketScout's 2008 eInsurance Symposium

Lineup includes CEOs, Presidents, and global insurance leaders to profile innovation, new business models and creativity.

DALLAS, TEXAS – August 4, 2008 – Twenty CEOs and insurance company Presidents will profile their innovative concepts for growing in the current tough property and casualty market. The eInsurance Symposium will also feature informative sessions on how the underwriter MGA, wholesale and retail insurance professionals can leverage current technologies, new business plans and processes to increase their production, and profitability.

Held Sept. 15-17, 2008, at Cityplace in Dallas, TX, the 2008 eInsurance Symposium seeks to focus the innovative initiatives of the following keynote speakers and more; Joseph J. Plumeri, CEO of Willis, Mario Vitale, Deputy CEO of Zurich Global Corporate, John Lupica, President and CEO of ACE USA, Alex Letts, CEO of RI3K, William Hartnett, US Industry Insurance Solutions Director for Microsoft Corp., and Kim Garland, President of Open Seas Insurance.

“There will be a major redistribution of premium in the next twenty four months. The new business models in play today will enable innovative insurers and brokers to carve out major market share. I have not seen an opportunity like this in twenty years,” said Richard Kerr, founder and CEO of MarketScout.

In addition to the keynote addresses and the panel discussion, the symposium Networking Mall will house cutting-edge insurance innovators. Having these companies on hand will allow registrants to significantly narrow the gap between education on a new capacity and implementation on the service. MarketScout's Partner Sponsors include Safeco, Microsoft Corp. and *Business Insurance* magazine.

Seating is limited. Those interested in attending can register online at <http://www.eInsuranceSymposium.com> or call 1-800-500-8720.

MarketScout

MarketScout is a Dallas, Texas-based electronic insurance exchange, which underwrites and distributes hundreds of product lines to its 40,000-member agency network across the United States. Over 100 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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