



FOR IMMEDIATE RELEASE

Microsoft Insurance Director Hartnett to Deliver Keynote at MarketScout's 2008 eInsurance Symposium

DALLAS, TEXAS – July 30, 2008 – William “Bill” Hartnett, U.S. insurance industry solutions director for Microsoft Corp., will deliver a keynote presentation at MarketScout's 2008 eInsurance Symposium. Mr. Hartnett will speak on strategy, innovation and the entrepreneurial initiatives Microsoft is applying to the insurance market.

Held Sept. 15-17, 2008, in Dallas, TX, the 2008 eInsurance Symposium seeks to highlight the innovative initiatives insurance companies and brokers are using to grow market share. Eighteen insurance executives will present addresses that will focus on various aspects of entrepreneurial innovation and online initiatives taking place in the insurance industry.

“Bill brings an energetic, creative manner that mirrors the entrepreneurial ideas of Microsoft in the insurance industry. He relates the message to everyday life – particularly in the way consumers and millennials entering the market will soon impact our industry in profound ways – making the presentation informative and entertaining. We are delighted to have Bill and Microsoft as participants in our symposium,” said Richard Kerr, founder and CEO of MarketScout.

The Symposium will also feature informative sessions on how insurance professionals can leverage current technologies and processes to increase their production, efficiency, and profitability. Sessions include “think tanks”, innovations for winning business, online marketing initiatives, and panel discussions.

The 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.

Additionally, MarketScout and its sponsors will host a welcome reception on September 15, an executive cocktail reception the following evening and meals throughout the event that will allow for ample networking opportunities.

MarketScout's Partner Sponsors include Safeco, Microsoft and Business Insurance magazine.

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 35,000-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.

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