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RI3K CEO Letts Keynote Speaker at MarketScout's 2008 eInsurance Symposium

Letts to Profile Formula for Establishing a Successful Insurance Exchange

DALLAS, TEXAS – June 30, 2008 – Alex Letts, CEO of RI3K, will deliver a keynote presentation at MarketScout's 2008 eInsurance Symposium. Mr. Letts will speak about the entrepreneurialism, innovation and challenges that needed to be overcome in creating the world's first successful commercial insurance trading "exchange".

"The immense technical complexities in creating a network of 200 companies trading on one internet platform have been overcome by innovations unheard of in the insurance industry 5 years ago" says Mr. Letts. "But the real challenge has been the constant need to listen, adapt, flex and innovate in face of an entrenched industry."

Held September 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.

"RI3K is a tenacious, entrepreneurial firm with the leadership to implement a complex, new age business strategy. Alex will be able to share his experiences in developing the first successful exchange." 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 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.