



News Release

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FOR IMMEDIATE RELEASE

Zurich CEO Vitale to Deliver Keynote at MarketScout's 2008 eInsurance Symposium

Vitale will share his thoughts on innovation, creativity and the path to success in the "new age" insurance marketplace.

DALLAS, TEXAS – July 14, 2008 – Zurich's newly promoted Deputy CEO, Global Corporate, Mario P. Vitale, will deliver a keynote presentation at MarketScout's 2008 eInsurance Symposium. Mr. Vitale will outline Zurich's strategies to become a world leader in insurance product innovation.

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.

"Mario is one of the most creative insurance executives in the market. He has spent time as a senior executive on both the insurance brokerage and company sides of the business. He understands the challenges facing both underwriters and brokers in this soft market. I am very excited to hear his views," 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.

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