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**NEW INSURANCE E-BROKER ANNOUNCES APPOINTMENT  
BY HARTFORD, AIG AND CNA SURETY**

*InsuranceNoodle.com to provide small businesses with a broad choice of insurance  
coverage via the Internet; additional appointments to follow*

**CHICAGO - June 7, 2000** - Three of the nation's leading carriers will provide insurance products for a new insurance e-broker, InsuranceNoodle.com. The Hartford Financial Services Group, American International Group Inc./AIG and CNA Surety will combine to offer a full range of commercial insurance products for small business owners. InsuranceNoodle.com has contracts pending with three other top 10 commercial insurance carriers and a number of specialty insurers as it prepares for a national launch, expected in late July.

"These agreements with top tier carriers enable us to offer our customers the best products and help establish us as the leading insurance e-broker for small business," said InsuranceNoodle.com CEO Don Urbanciz, who leads a management team averaging more than 20 years in the insurance and financial services industries.

"We understand the insurance needs of small businesses and provide customized recommendations covering the specific risks of their operations," commented Robert Rudy, InsuranceNoodle.com co-founder and chairman. "Our online expertise, broad choice of products and carriers, and commitment to bringing the best customer experience to small business owners will put them in control. We will provide real-time advice from licensed insurance agents via online chat or through a toll-free number and tools for managing business insurance affairs online."

InsuranceNoodle.com is dedicated to providing a complete online insurance solution to the nation's six million small business owners and easy access to tailored insurance coverage that meets their changing business needs. The site's commercial insurance products will include business owner policies (BOP), workers compensation, commercial automobile, umbrella, surety and other specialized insurance products.

"Small business owners will be able to access the site directly or through partnerships with professional and industry associations, financial institutions and traditional insurance agencies," said Richard Madock,

InsuranceNoodle.com co-founder and president. “By teaming with partners who have built strong relationships in the small business community, InsuranceNoodle.com will provide a valuable addition to existing service offerings.”

**About InsuranceNoodle.com**

InsuranceNoodle.com was founded to assist small businesses in selecting and purchasing tailored insurance coverage. Combining expert insurance advice, a wide choice of insurance products and online quoting and purchasing, InsuranceNoodle.com will provide customized, comprehensive information to help small businesses understand and manage their insurance. Using proprietary diagnostic tools, InsuranceNoodle.com will match the business risk profiles with the best available products from the nation’s leading insurance carriers. With InsuranceNoodle.com, business owners will receive the right coverage tailored to their specific needs - all from one location. For more information, visit <http://www.insurancenoodle.com>.

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