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For Immediate Release

InsuranceNoodle Introduces NoodleASP™ Solution for Brokers, Carriers, MGAs, MGUs

e-broker's proven technology can be quickly implemented for significant new features and cost savings for licensees.

CHICAGO– December 10, 2001– InsuranceNoodle announced today it has begun licensing its web-based NoodleASP™ technology solution to regional/national brokers, P&C carriers, managing general agents (MGA), and managing general underwriters (MGU). The solution is based on technology employed at the e-broker over the last 18 months and used by its network of more than 700 agencies.

"The NoodleASP™ solution brings significant benefit to the three markets we are servicing," said InsuranceNoodle CEO Don Urbanciz, "the regional/national broker who needs a more efficient way to place and manage their small commercial book of business, P&C carriers looking to improve distribution of their products to their current distribution force, and MGAs and MGUs looking for a more effective distribution for their specialized products or programs."

"The regional/national P&C broker can reap significant benefits from licensing the NoodleASP™ solution," stated Urbanciz. "They can have a completely scalable, web-based small business solution that is rapidly implemented and enables them to place and service their own book of small commercial business more profitably." These brokers have the option of using their own contracts and using the NoodleASP™ in their own service center, or using the InsuranceNoodle Service Center to process and service their business.

"For insurance carriers, our NoodleASP™ solution allows a more effective distribution of their commercial insurance products to their existing distribution force and enables a more streamlined, end-to-end process of placing the business," said Urbanciz. "Within a short period of time, carriers can have their own web-enabled system set up with their own products, begin accepting underwriting information online, and posting quotes online to their distribution force."

For managing general agencies or managing general underwriters with specialized P&C products or programs targeted to small businesses, the NoodleASP™ solution provides their products, via a web-based solution, to their network of licensed P&C agencies. "The NoodleASP™ solution allows the MGA and MGU to streamline the process of accepting, quoting, and placing new business," said Urbanciz. "In adopting this simple solution, they significantly decrease their cost of placing the business."

A key benefit of the newly offered NoodleASP™ technology solution, Urbanciz said, is that the technology has been in use internally at the InsuranceNoodle agency for the past 18 months and is therefore battle-proven and scalable.

"The NoodleASP™ solution is not a theoretical solution," said Urbanciz. "This technology is being used rigorously on a daily basis in our operation. Insurance carriers and major national brokerage companies have performed significant due diligence on the technology and their feedback is uniformly strong. They consistently report we have the leading end-to-end, web-based application and business model for processing small commercial insurance. In addition, the NoodleXML™ data exchange protocol used in the solution is based on industry standards and will continue to provide us and our licensees with low-cost expansion and integration capabilities."

The NoodleASP™ technology—which can be quickly implemented to provide significant new features and cost savings for licensees—supports a broad product line consisting of the primary P&C products required by small businesses. The technology is deployed on an end-to-end platform and operates as a common application, delivering a single-entry, multiple-carrier interface using an internet-based, front-end application, including the NoodleWeb™, NoodleEngine™, and NoodleInterface™ components.

NoodleWeb™

NoodleWeb™ is a web-based, sales force automation tool that allows agencies or insurance distributors to quickly and easily place commercial insurance and grow revenue in selected commercial insurance lines. NoodleWeb™ provides a customized application which streamlines the quote submission process to carriers, MGAs, or MGUs by incorporating standard Acord questions in addition to a composite set of underwriting questions from the leading national insurance carriers; only questions pertinent to the business industry and potential risk are presented. In addition, policies can be bound online, with billing and payment options presented to the user. NoodleWeb™ uses Active Server Pages for presentation to external licensed insurance agents; data is retrieved from the database using COM objects and XML.

NoodleEngine™

NoodleEngine™ is an internal 'risk appetite' engine and order routing system for small commercial risks, currently supporting carriers including AIG, Chubb, The Hartford, Kemper, The St. Paul, and Zurich U.S. A Java-based web application, NoodleEngine™ provides a data presentation menu to internal agents in a Service or Call Center to manage quote requests, binding, and policy issue processes. The status of all orders and in-force business is reflected on the private website of the submitting agency office.

NoodleInterface™

NoodleInterface's Proprietary Web Services automatically populate policy and customer data using XML technology to move data between the NoodleWeb™, database, and a carrier's internal systems. Seamless linkages to insurer rating engines, policy issue systems, policy billing, and servicing systems on the flexible XML architecture allow new products and carrier connections to be added rapidly and at low cost. Service Centers also can receive data from carriers in multiple formats and parse information for posting to the NoodleEngine and NoodleWeb applications.

For additional information about InsuranceNoodle technology solutions and licensing options, please contact InsuranceNoodle COO Kathy Emmerson, 312-372-0033, or visit the InsuranceNoodle website, <http://www.insurancenoodle.com/products/licensing/index.asp>.

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About InsuranceNoodle

InsuranceNoodle, Inc., headquartered in Chicago, Illinois, provides the most complete online insurance solution for insurance agents servicing small commercial business by offering online quoting and binding of coverage through the nation's leading commercial insurers: AIG, Chubb, The Hartford, Kemper, The St. Paul, and Zurich. Real-time customer service and advice from licensed insurance advisors is available from 7 a.m. to 7 p.m., Central Time, Monday through Friday. For additional information, visit <http://www.insurancenoodle.com>.