

Contact:
Andrew Wood
InsuranceNoodle
andy@insurancenoodle.com
(312) 372-1667

Paul Bjorneberg
Norton Rubble & Mertz
pbjorneberg@nrmadv.com
(312) 422-9500, ext. 17

For Immediate Release

**InsuranceNoodle Provides AMA Insurance Agency
With Small Commercial Insurance Solution for Physicians**

CHICAGO – APRIL 30, 2002 – InsuranceNoodle, Inc. has reached an agreement with AMA Insurance Agency, Inc., a wholly owned subsidiary of the American Medical Association, to offer physicians the InsuranceNoodle web-based small commercial insurance solution.

Physicians may obtain a business owner's policy, workers' compensation, umbrella liability, and employment practices liability insurance for their offices or small clinics from leading national insurance companies such as AIG, The Hartford, Kemper, The St. Paul, and Zurich.

Physicians access InsuranceNoodle's single, automated Internet solution through a link on AMA Insurance Agency's web site www.amainsure.com/insurancenoodle.

"We are pleased to offer physicians and their office managers a way to quickly and efficiently obtain – from one Internet source – multiple proposals tailored to meet many of their office insurance needs that may save them money," said AMA Insurance Agency President Peter F. Headley. "InsuranceNoodle also offers customer service and advice from licensed, experienced insurance agents from 7:30 a.m. to 6 p.m., Central Time, Monday through Friday."

"Through this agreement with InsuranceNoodle, AMA Insurance Agency can offer this turnkey solution without any capital outlay," said Don Urbanciz, CEO of InsuranceNoodle. "These new product offerings complement the current insurance products offered to physicians through AMA Insurance Agency."

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About AMA Insurance Agency, Inc.

AMA Insurance Agency, Inc. specializes in administering and/or marketing various insurance plans for eligible physicians and their families, including life, health, disability income, Medicare supplement, long-term care, annuities, auto and personal umbrella. For more information, visit www.amainsure.com.

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. For more information, visit www.insurancenoodle.com