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For Immediate Release

InsuranceNoodle Appointed to Distribute Safeco Small-Business Insurance To More than 3,600 Small-Commercial Agents

CHICAGO – March 24, 2003 – InsuranceNoodle has signed an agreement with Safeco Insurance Corp. to distribute its small-commercial insurance products to more than 3,600 independent commercial insurance agencies using the InsuranceNoodle platform.

“By signing with Safeco, InsuranceNoodle has significantly increased the breadth and depth of our world-class carrier base, giving our customers and agent partners access to an even wider range of products from top-tier insurers committed to the small-business market,” said InsuranceNoodle CEO Don Urbanciz. “Safeco’s commitment to the small-commercial market will make this a highly productive partnership.”

Using InsuranceNoodle, independent insurance agencies can provide clients with access to more than 1,200 types of businesses nationwide. The company’s proven Web-based technology screens risks, collects all underwriting information required by top-line carriers, and allows agencies to view proposals and bind quotes online within a few business days.

“The partnership enables Safeco – already one of the top five providers of insurance to small business owners in the United States – to cost-effectively expand its offerings to independent agencies, which quickly enhances our distribution into areas where we are looking to grow the business,” said Nancy Carlson, Vice President of National Sales Division for Safeco Insurance.

“At Safeco, we’re committed to helping agencies profitably grow their small-business accounts,” Carlson said. “This isn’t an easy task, given the razor-thin profit margins of this market. By partnering with innovative distribution networks like InsuranceNoodle, we’re able to get our products to more agents and to more business owners at a lower cost – for savings we can pass on to agents and business insurance customers.”

InsuranceNoodle’s current line of commercial insurance products includes business owners policy (BOP), commercial auto, umbrella insurance, workers’ compensation, employment practices liability insurance (EPLI), professional liability, and surety bonds.

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About Safeco Insurance

Safeco, in business since 1923, is a Fortune 500 company based in Seattle that sells insurance and related financial products through more than 17,000 independent agents and financial advisors.

About InsuranceNoodle

InsuranceNoodle, a Chicago-based insurance e-broker, is the most complete online insurance solution for small business, ensuring comprehensive, tailored coverage at competitive prices. Through a quick and streamlined process, InsuranceNoodle offers agencies and small business owners comparative quotes and online purchasing of products from leading insurers such as AIG, Chubb, Clarendon, The Hartford, Kemper, Philadelphia Insurance Companies, The St. Paul, XL Specialty Insurance and Zurich. Real-time customer service and advice from licensed insurance advisors is available from 7:30 a.m. to 6 p.m., Central Time, Monday through Friday. InsuranceNoodle is licensed in 49 states, reaching over 99% of all small businesses in the U.S. through its extensive national network of independent insurance agencies or via direct access online. For additional information, visit www.insurancenoodle.com. More information about joining the NoodleNetwork of agencies may be found at <https://www.insurancenoodle.com/secure/agency>. For information about NoodleASP technology solutions and licensing options, visit <http://www.insurancenoodle.com/products/licensing/index.asp>, or contact InsuranceNoodle COO Kathy Emmerson at 312-372-0033.