

Contacts:

Andrew Wood
InsuranceNoodle
awood@insurancenoodle.com
312.372.1667

Paul Bjorneberg
Norton Rubble & Mertz
pbjorneberg@nrmadv.com
630.954.0500, ext. 5017

For Immediate Release

**InsuranceNoodle Celebrates 5th Anniversary and Its Position
As Leading Online Small Business Insurance Distributor**

CHICAGO – July 13, 2005 – When InsuranceNoodle (www.insurancenoodle.com) went “live” in July of 2000, it was one of several companies endeavoring to provide small commercial agencies with online solutions for their small business customers’ insurance needs. Today, five years, 116,000 requests for quotes and 33,000 policies written later, the e-broker is the leading Internet-based distributor of small business insurance.

Entering its sixth year of business, the company currently handles approximately 150 new business quote requests a day and more than 2,000 NoodleNetwork™ agencies across the country use InsuranceNoodle’s proprietary, Web-based technology platform to write and service small commercial business.

CEO Kathryn Emmerson attributes InsuranceNoodle’s continued growth and market acceptance to two key factors. “First, our distribution model is aligned with the thousands of local insurance agencies that control the customer relationship. Our business supports their growth objectives in the small business market.”

The second major factor for InsuranceNoodle’s success, Emmerson says, is the close relationships the company has established with major national insurers dedicated to serving the small business market.

“We have positioned InsuranceNoodle as an extension of insurers’ marketing organizations and have focused on working with them to grow according to their risk appetites,” she says. InsuranceNoodle partner agencies can write and service small commercial business and provide their customers with access to eleven world-class carriers – including five of the top six national small commercial carriers – AIG, Chubb, CNA, Encompass, The Hartford, Markel, OneBeacon, Philadelphia Insurance Companies, Safeco Insurance Corp., St. Paul Travelers, and Zurich.

To improve and enhance features and functionality, the InsuranceNoodle website is continuously reviewed and upgraded and expanded. “Our modular site design and technology platform allows us to rapidly add new products,” Emmerson says. “Our platform handles the online underwriting application process for more than 1,600 small business classifications with proprietary technology that seamlessly links to multiple insurer rating and quoting systems and passes online bindable insurance proposals back to agencies.”

InsuranceNoodle’s current line of commercial products includes business owners’ policy (BOP), directors’ and officers’ liability, commercial auto, umbrella insurance, workers’ compensation, employment practices liability insurance (EPLI), professional liability and surety bonds. Recent product additions available exclusively to NoodleNetwork partners have included St. Paul Travelers’ *VisionPak* suite for technology companies, OneBeacon Insurance Groups’ OnePac P&C solution and AIG’s e-Truck program for owner-operated, long-haul trucking companies.

One of the earliest NoodleNetwork partners was South Florida Commercial Insurance Planners, a 10-employee agency in Miami Lakes, Florida.

“Because we’re located in South Florida, the number of products available to us is very limited,” says the agency’s president Angel T. Castro. “We joined InsuranceNoodle in 2001 to gain access to markets. Our affiliation with the company has proven to be a great help in writing accounts we wouldn’t have otherwise been able to write.

“We’ve written mostly commercial line policies to round out our accounts, a limited amount of package policies for risks out of the South Florida area and workers’ compensation when it was available in Florida.”

In addition to market access, Castro says several added benefits of InsuranceNoodle partnership include support of “an outstanding Customer Service Center staff, website technology which is very user-friendly, and excellent turnaround on quotes and certificates of insurance.”

Today’s small commercial environment is markedly different than it was five years ago when InsuranceNoodle was born, however, as Emmerson says, “insurance agents remain at the center of the market as the key, trusted advisor to the small business owner. InsuranceNoodle is well positioned to enable those insurance agents to give ongoing value-added services to their customers for the foreseeable future through a highly efficient platform and an ever-expanding array of small commercial products and carriers.”

###

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, streamlined process, InsuranceNoodle offers agencies and small business owners comparative quotes, online purchasing and servicing of products from leading insurers including AIG, Chubb, CNA, Encompass, The Hartford, Markel, OneBeacon, Philadelphia Insurance Companies, Safeco Insurance Corp., St. Paul Travelers and Zurich. Real-time customer service and advice from licensed insurance advisors is available from 7:30 am to 6 pm (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 more information, visit www.insurancenoodle.com. Information about joining the NoodleNetwork™ of agencies may be found at <https://www.insurancenoodle.com/secure/agency>.