

About InsuranceNoodle.com

InsuranceNoodle.com is the most complete online insurance solution for small businesses, ensuring comprehensive, tailored coverage at competitive prices. Through a quick and streamlined process, InsuranceNoodle.com allows small business owners to compare quotes and purchase insurance products from the nation's leading insurers, including CNA, The Hartford, AIG, St. Paul and Zurich U.S., in 24 hours or less. In addition, the Chicago-based e-broker provides real-time advice from licensed insurance professionals and high quality customer service to help small business owners manage their insurance needs as they grow. For more information, visit www.insurancenoodle.com.

InsuranceNoodle.com Executive Bios

Don Urbanciz, CEO, is responsible for the day-to-day operations and profitability of InsuranceNoodle.com. Urbanciz is former president and managing director of Marsh Midwest and former CEO of Aon Midwest, where he doubled revenues in five years. Throughout his more than 30 years' experience in the insurance industry, Urbanciz has forged strong relationships with senior executives at many top 20 commercial insurance companies.

Robert Rudy, Chairman and Co-founder, brings his 15 plus years of insurance experience in strategy and corporate development roles to developing InsuranceNoodle.com's strategic vision and customer service capabilities. Rudy worked as a group vice president of corporate strategy for CNA and senior strategy officer at Provident Mutual. He was also a consultant with McKinsey & Co., focusing on financial institutions and distribution strategy.

Richard Madock, Vice Chairman and Co-founder, is responsible for InsuranceNoodle.com's growth and business development. Madock brings more than 17 years of experience in senior operating roles at insurance and financial services firms. He is former president of CNA's \$1.2B small business insurance division, and previously served as COO of a \$350 million financial services subsidiary of Alleghany Corp.

Bob Eisenhart, Vice President of Technology, is responsible for the business process architecture and integration of carrier systems supporting InsuranceNoodle.com's customers and business partners. He has over 20 years of experience implementing advanced technology solutions in the insurance industry, most recently with Marsh and Aon Risk Services.

Tim Adelman, Chief Financial Officer, handles the financial planning and reporting responsibilities for InsuranceNoodle.com. As a certified public accountant, he brings 16 years of extensive experience in distribution economics and agency acquisitions, and has served as the CFO of Aon Enterprise.

Andrew Wood, Vice President of Marketing, handles the development and execution of all marketing strategy, as well as implementation of all e-commerce/business partnerships. He is the former vice president of business development at CNA Life, where he was responsible for e-commerce partnerships. Wood also served as a senior manager at Andersen Consulting.

Kathryn Emmerson, Managing Director, is responsible for product development, marketing partnerships and insurance company relationships. She brings more than 20 years of insurance brokerage experience as a former executive vice president of Aon Risk Services and senior vice president of Marsh.

Barbara J. Miller, CPCU, ARM, Vice President of Customer Service, oversees and directs all staffing and operations for the InsuranceNoodle Customer Service Center, including training and program development for the customer service representatives. She brings to InsuranceNoodle more than 25 years of insurance brokerage, agency and insurance company experience as a former vice president, team leader, and signature service coordinator for Aon Enterprise and Aon Risk Services.