

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 Announces 2,500th 'NoodleNetwork' Insurance Agency Partner Milestone**

More than 200 agencies joining nation's fastest growing online commercial insurance network each month.

CHICAGO – September 17, 2002 – InsuranceNoodle has reached its latest milestone with the signing-on of its 2,500th "NoodleNetwork" insurance agency partner to quote and bind small commercial insurance business online. The Chicago-based e-broker's proprietary, Web-based agency technology enables its 2,500 partners to efficiently write small commercial business insurance and access leading national brands through a single-entry, multi-carrier (SEMCI) application.

"Response from large national brokers, family-owned agencies, and independent producers across the country to InsuranceNoodle's products and services has been beyond our expectations," said CEO Don Urbanciz. "More than 200 agencies a month are joining the network and we're receiving an average of 100 requests for quotes from partners every day."

After only two years in operation, Urbanciz said InsuranceNoodle is now one of the nation's largest and fastest growing online networks dedicated to the small commercial market. InsuranceNoodle reaches every independent agency in the 49 states of the continental U.S., and through them, is able to provide the country's more than 5.4 million small businesses with tailored insurance solutions.

InsuranceNoodle's Internet-based distribution model provides online access to world-class commercial solutions from name brand insurance carriers, including AIG, Chubb, CNA Surety, The Hartford, Kemper, The St. Paul, and Zurich U.S. 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. InsuranceNoodle's current line of commercial insurance products covers more than 1,000 small business types and includes business owners policy (BOP), commercial auto, umbrella insurance, workers' compensation, employment practices liability insurance (EPLI), professional liability, and surety bonds.

One of the newest NoodleNetwork partners is The Axtell Group in Torrance, Calif. Agency Principal John Axtell joined InsuranceNoodle this past April after a year-long relationship with another online agent "whose cumbersome system and slow input and quote turnaround time failed to meet our expectations."

"As a small shop targeting a few hundred commercial accounts," Axtell said, "we need an online partner that offers a simple and logical input process, access to multiple-markets with one submission, and access to carriers and markets we can't reach because of minimum volume requirements." Axtell said InsuranceNoodle gives his agency "all that, plus the support of a knowledgeable service center staff that gives us very quick and efficient response to questions and requests."

Axtell said when competing for new business "it's very important to be the first agency back with a quality quote. InsuranceNoodle's accelerated process, from submission to writing the final quote, helps us achieve that goal."

"InsuranceNoodle also helped us in a few cases of carriers retreating from California or leaving a class of coverage," Axtell said. "Because of our InsuranceNoodle partnership, we saved the business by having access to major carriers who still have the appetite."

###

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, The St. Paul, 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.