

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

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

### **For Immediate Release**

## **InsuranceNoodle to Distribute CNA Small Commercial Products**

*Online wholesaler now offers agency partners access to five of top six national small business commercial carriers.*

**CHICAGO – September 9, 2003** – InsuranceNoodle ([www.insurancenoodle.com](http://www.insurancenoodle.com)) has signed an agreement with CNA ([www.cna.com](http://www.cna.com)) to offer the carrier's Business Account Package Policy (BAPP), Commercial Auto, and Workers' Compensation products to more than 3,800 independent commercial agencies currently using InsuranceNoodle's proprietary, Web-based technology platform to write and service small commercial business with leading national brands.

"By partnering with CNA, which is renowned for its commercial lines strength and growth in the small commercial market, InsuranceNoodle now gives our agent partners access to five of the top six national small commercial carriers, a selection that is unmatched by any other insurance wholesaler," said InsuranceNoodle CEO Kathryn Emmerson.

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.

"Integrating our services with the CNA Central small business transaction-based platform also brings our agent partners greatly expanded access to products for small and middle market-sized accounts, which translates into a significant number of new and profitable growth opportunities," Emmerson said.

Through InsuranceNoodle, agencies can provide their clients with access to more than 1,200 types of businesses nationwide. InsuranceNoodle's other carrier partners include AIG, Chubb, The Hartford, Philadelphia Insurance Companies, Safeco Insurance Corp., The St. Paul, XL Specialty Insurance and Zurich.

"Adding CNA to our carrier portfolio also enables InsuranceNoodle to better serve key markets for which CNA has a comprehensive appetite, such as retail, wholesale, manufacturing, professional services, business service companies and contractors," Emmerson said. "If an independent agent is looking for an admitted small commercial market, InsuranceNoodle is their first choice for product."

"The agency partnership is important for us in small business. Our agencies are our lifeblood in this business," said Cheryl DeMong Hubbard, AVP Small Business Marketing and Distribution. "We expect that this relationship with InsuranceNoodle will help us as we aggressively pursue main street businesses. We expect a lot from this partnership and we're excited about the potential for profitable growth."

CNA is one of the nation's leading players in the small commercial market and offers a range of insurance solutions to help small businesses succeed.

###

### **About CNA**

CNA is the country's fourth largest commercial insurance writer, the 11<sup>th</sup> largest property and casualty company and the 51<sup>st</sup> largest life insurance company. CNA insurance products include standard commercial lines, specialty lines, surety, reinsurance, marine and other property and casualty coverages; life and accident insurance; group long term care, disability and life insurance; and pension products. CNA services include risk management, information services, underwriting risk control, and claim administration. For more information, visit CNA at [www.cna.com](http://www.cna.com). CNA is a registered service mark, trade name and domain name of CNA Financial Corporation.

### **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 CNA, AIG, Chubb, The Hartford, Philadelphia Insurance Companies, Safeco Insurance Corp., 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](http://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 CEO Kathryn Emmerson at 312-372-0033.