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For Immediate Release**New InsuranceNoodle Division – Noodle Specialty Brokers –
Offers Specialty Small Commercial Insurance Products**

CHICAGO – June 2, 2004 – Noodle Specialty Brokers (NSB), a new division of InsuranceNoodle, Inc., has been created to offer professional liability and specialty small commercial property & casualty insurance products on a nationwide basis utilizing technology developed by InsuranceNoodle, according to Don Urbanciz, CEO of InsuranceVianet, InsuranceNoodle's holding company.

Based on InsuranceNoodle's proprietary single entry (SEMCI) technology, Noodle Specialty Brokers provides retailers and wholesalers online access to specialty small commercial products not available from national standard lines small commercial P&C carriers. NSB will offer admitted and non-admitted products as a program manager for nationally recognized carriers.

NSB's Internet-based front end includes appetite information – which enables submitting producers to quickly determine if a specific product is available – and screens unwanted risks before being seen by the underwriter. The technology package also handles submissions, quotes and service for active policies, creates a submission management platform, date- and time-stamps each transaction, and creates a complete electronic file. The program database analyzes submission and transaction information thoroughly and instantly and provides the ability to deliver an application electronically to a referral underwriter and translate the application into Acord and supplemental applications.

The Noodle Specialty Broker team – which includes Angelo Gioia, executive vice president, professional underwriting, Richard Legere, Tom Neeley and John Dunn – offers a blend of both insurance company and brokerage expertise and a broad range of underwriting, actuarial, financial and technology experience.

“As a program manager, Noodle Specialty Brokers offers significant strengths and capabilities to our insurance company partners,” said Urbanciz. “In addition to an excellent portfolio of Professional Liability, D&O, EPLI and P&C products, Noodle Specialty Brokers provides a depth of experience that is especially important when knowledge of difficult or obscure exposures, unique coverages and technology application innovation is required. Our underwriter talent pool brings retailers and wholesalers the expertise and tools necessary for responding to most profitable business opportunities.”

For additional information about Noodle Specialty Brokers, contact, Angelo Gioia at 312. 423.8623.

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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, online purchasing and servicing 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. More information about joining the NoodleNetwork of agencies may be found at <https://www.insurancenoodle.com/secure/agency>. For information about NoodleASP technology solutions, outsourcing and licensing options, visit <http://www.insurancenoodle.com/products/licensing/index.asp>, or contact InsuranceNoodle CEO Kathryn Emmerson at 312.372.0033.