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For Immediate Release

**InsuranceNoodle CEO Kathryn Emmerson Recognized
By Business Publication's Annual List of 'Chicago's 100 Most Influential Women'**

CHICAGO – June 8, 2004 – InsuranceNoodle CEO Kathryn Emmerson has received an honorable mention from *Crain's Chicago Business* as part of the publication's annual listing of "Chicago's 100 Most Influential Women."

As a member of the original four-person team of insurance executives who launched the Chicago-based e-broker in July of 2000, Emmerson has played an integral role in building InsuranceNoodle in less than four years into what it is today – the nation's largest and fastest growing online wholesaler of small business insurance.

At InsuranceNoodle's inception, Emmerson was the company's Managing Director. She was later named COO and in May of 2003, was promoted to CEO. Prior to InsuranceNoodle, she was Executive Vice President of Aon Risk Services and Senior Vice President of Marsh Midwest.

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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.