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For Immediate Release**Noodle Specialty Brokers to Underwrite and Distribute E&S Property/Liability Line Products
From St. Paul Surplus Lines Insurance Company**

Coverage available for more than 500 classes of business.

CHICAGO – October 4, 2005 – Noodle Specialty Brokers (NSB), a division of InsuranceNoodle (www.insurancenoodle.com), has secured a contract to underwrite and distribute excess and surplus (E&S) property and liability lines from St. Paul Surplus Lines Insurance Company (NYSE: STA) in 34 states via its appointed wholesalers and through InsuranceNoodle's network of more than 2,400 independent commercial agency partners.

The products – available online to agents November 1 – are geared toward medium to larger small businesses and provide property and liability coverage for more than 500 classes of business, including most “Main Street” and many “off Main Street” businesses.

“Partnering with a world-class carrier like St. Paul Surplus Lines Insurance Company gives us an expanded opportunity to service the needs of agencies and their customers by writing small commercial business that is being turned away by existing admitted carriers because of eligibility issues or for which we currently have no market,” said Angelo Gioia, executive vice president, Noodle Specialty Brokers.

The geographic availability of the products is notable for its breadth and represents a milestone in the way surplus lines products are distributed, Gioia said. “Typically, surplus lines products are distributed on a regional basis. Based on our history, results and small business underwriting expertise and wide-scale distribution capabilities, St. Paul Surplus Lines Insurance Company is enabling us to tap into our strengths and make their product available in states that represent more than 73% of small businesses nationwide,” he said.

According to Don Urbanciz, CEO of InsuranceVianet, InsuranceNoodle's holding company, “St. Paul Surplus Lines Insurance Company is known and respected for understanding the coverage needs of small commercial businesses and is eager for their business. By making available both admitted and non-admitted products to the independent agent, they can solve the insurance needs of a much broader spectrum of small business customers through the St. Paul Travelers family of companies. Our goal is to be the first and only place independent agencies turn to place small commercial insurance. This agreement moves us one significant step toward achieving that goal.”

For information about becoming an appointed NSB wholesale agent, contact Angelo Gioia at 312.423.8623. For information about becoming an appointed retail agent with InsuranceNoodle, visit www.insurancenoodle.com/esagents.

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About St. Paul Travelers

St. Paul Travelers is a leading provider of property casualty insurance. For more information, visit www.stpaultravelers.com.

About Noodle Specialty Brokers

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 also offers admitted and non-admitted products as a program manager for nationally recognized carriers. Utilizing proprietary single entry (SEMCI) technology, NSB's Internet-based front end includes appetite information 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. For additional information, contact Angelo Gioia at 312.423.8623.

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, streamlined process, InsuranceNoodle offers agencies and small business owners comparative quotes, online purchasing and servicing of products from leading insurers including AIG, Chubb, CNA, Encompass, The Hartford, Markel, OneBeacon, Philadelphia Insurance Companies, Safeco Insurance Corp., St. Paul Travelers, and Zurich.

Real-time customer service and advice from licensed insurance advisors is available from 7:30 am to 6 pm (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 more information, visit www.insurancenoodle.com. For information about joining the NoodleNetwork™, visit <https://www.insurancenoodle.com/secure/agency>.