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For Immediate Release

InsuranceNoodle, Inc. Receives Patent Approval for Web-Based Technology Platform

CHICAGO – January 10, 2006 – InsuranceNoodle, Inc. (www.insurancenoodle.com) has received U.S. Patent Office notification that the patent application claims relating to innovations for its “*Methods and Apparatus for Selecting an Insurance Carrier for an Online Insurance Policy Purchase*” have been allowed for issuance within the next few months.

“We are extremely excited the Patent Office has made this decision after four years of extensive application review,” said InsuranceNoodle CEO Kathryn Emmerson. “This approval – as well as the fact that more than 2,500 agencies across the country are active NoodleNetwork™ partners – supports and validates our proprietary, Web-based technology platform and its capability to provide fast, efficient online quoting from multiple carriers for a variety of commercial products.”

The patent approval is a reflection of the important role technology and InsuranceNoodle plays in the industry. “We recognized early on that what we were building was significant and innovative in the industry,” said Bob Eisenhart, InsuranceNoodle’s Chief Information Officer. “Applying for a patent was an extension of the importance we placed on documenting our system both to support further development work and any outside due diligence.”

InsuranceNoodle’s current line of commercial products includes business owners’ policy (BOP), directors’ and officers’ liability, commercial auto, umbrella liability, workers’ compensation, employment practices liability (EPLI), professional liability and surety bonds.

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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, 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 7:30 am to 6 pm (Central Time), Monday-Friday. InsuranceNoodle is licensed in 49 states, reaching over 99% of all U.S. small businesses through its extensive national network of independent insurance agencies or via direct access online. For more information, visit www.insurancenoodle.com. Information about joining the NoodleNetwork™ may be found at <https://www.insurancenoodle.com/secure/agency>.