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For Immediate Release**InsuranceNoodle to Distribute The Main Street America Group's
Small Commercial Property-Casualty Products**

Agreement strengthens online broker's East Coast product offerings.

CHICAGO – July 31, 2006 – InsuranceNoodle (www.insurancenoodle.com) announced today it has signed an agreement with The Main Street America Group to offer the super regional carrier's small business commercial products to independent insurance agencies currently using InsuranceNoodle's proprietary, online technology platform in all states where Main Street America writes business.

Headquartered in Jacksonville, Fla., Main Street America offers "Main Street" insurance products exclusively through independent agents in 16 states along the Eastern Seaboard from Maine to Florida.

"The Main Street America Group has a great reputation with independent insurance agents for pricing and service and is strongly growth-oriented, all of which aligns well with our business philosophy," said Kathryn Emmerson, chief executive officer of InsuranceNoodle, Inc. "Our network of agents on the East Coast will benefit immensely from the strength Main Street America and its multi-faceted commercial product line provides."

"Main Street America's comprehensive Omnibus Program offers an outstanding business property and liability package for more than 400 classes of Main Street business," Emmerson added. "It also has a very strong product that addresses the needs of smaller contractors, which represents a huge, and underserved, portion of the commercial market."

The alliance with Main Street America is part of InsuranceNoodle's ongoing strategy to deliver additional value to their network of agents by adding selected specialty products and regional carrier capabilities to supplement the broad admitted and non-admitted product mix currently available on the InsuranceNoodle platform.

"Our partnership with InsuranceNoodle will help us grow our Main Street commercial market niche, especially with the rollout of several new products that will begin later this year," said Henry Pippins, vice president, commercial lines, The Main Street America Group.

"Main Street America has been a great carrier partner, enabling us to rapidly deploy their products," Emmerson noted. "The elapsed time from agreement to implementation has been less than one month. This speed to market is extremely valuable in enabling us to respond to the needs of our agency partners."

InsuranceNoodle, the leading Internet-based distributor of small business insurance, has more than 2,500 active NoodleNetwork™ agencies across the country who use the e-broker's patent-pending proprietary, Web-based technology platform to write and service small commercial business. InsuranceNoodle's current line of commercial products includes property, general liability, package, businessowners' 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 The Main Street America Group

The Main Street America Group operates four property and casualty insurance carriers: NGM Insurance Company, Old Dominion Insurance Company, Main Street America Assurance Company and MSA Insurance Company. Based in Jacksonville, Fla., The Main Street America Group has provided property and casualty insurance products, programs and services to individuals, families and small businesses since 1923. With nearly \$900 million in

direct premium written exclusively by more than 1,300 independent insurance agents, Main Street America insures more than 500,000 policyholders along the Eastern Seaboard from Maine to Florida. The company has regional offices in Jacksonville; Keene, N.H.; Richmond, Va.; and Syracuse, N.Y., and a claims service center in Auburn, Mass. A.M. Best Company rates The Main Street America Group as an "A" (Excellent). For more information, visit msagroup.com.

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 comparative quotes, online purchasing and servicing of admitted and non-admitted products from leading insurers including AIG, CNA, Encompass, The Hartford, The Main Street America Group, 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 a.m. to 6 p.m. (Central Time), Monday-Friday. InsuranceNoodle is licensed in 49 states, reaching over 99 percent of all U.S. small businesses through its extensive national network of independent insurance agencies. For more information, visit www.insurancenoodle.com. Information about joining the NoodleNetwork™ may be found at <https://www.insurancenoodle.com/secure/agency>.

Non-admitted products are offered through Noodle Specialty Brokers, the underwriting arm of InsuranceNoodle. Non-admitted products for small businesses, from apartment buildings to vacant land, are available in all states except AK, DE, HI, KY, LA, MS, MT and WA.