

Contact:

Andrew Wood
InsuranceNoodle
awood@insurancenoodle.com
(312) 372-1667

Paul Bjorneberg
Norton Rubble & Mertz
pbjorneberg@nrmadv.com
(630) 954-0500, ext. 5017

For Immediate Release**InsuranceNoodle, Inc. Issued U.S. Patent No. 7,203,734 for Web-Based Technology Platform**

U.S. Patent Office authorization protects platform's core elements.

CHICAGO – April 11, 2007 – InsuranceNoodle, Inc. (www.insurancenoodle.com) has been issued a patent for its innovative, proprietary web-based technology platform that facilitates online application and quoting from multiple carriers for a variety of commercial insurance products. The patent is effective immediately and is valid until 2024.

"Technology is at the core of our business. Securing this patent validates the vision of the company and the efforts of everyone internally who developed the technology," said InsuranceNoodle CEO Kathryn Emmerson. "In the highly competitive world of commercial insurance, this technology affords independent agents a service edge by streamlining the placement of commercial business in an insurance agent's office and providing elevated levels of choice to their customers. It is, and will be, a technology that provides agencies a distinct market advantage."

Emmerson added, "In addition to independent agents benefiting through greater efficiency of placing business insurance, insurance companies also benefit from application of the technology. The technology allows InsuranceNoodle to be a lower cost distribution for its major carrier partners."

As stated by InsuranceNoodle Chief Information Officer and co-inventor of the patent, Bob Eisenhart, "We are extremely pleased that the U.S Patent Office has invested extensive time and effort to approve this patent. In doing so, they have recognized InsuranceNoodle as the only electronic commercial insurance platform to be so protected by patent and sets in stone our leadership position in the marketplace. This represents the foundation of our future success."

InsuranceNoodle currently has more than 2,500 active NoodleNetwork agencies across the country that use the e-broker's patented online technology platform to write and service small commercial business. InsuranceNoodle's current line of commercial products includes Property, General Liability, Package, Business Owners' Policy (BOP), Directors and Officers Liability, Commercial Auto, Umbrella Liability, Workers' Compensation, Employment Practices Liability (EPLI), Professional Liability and Surety Bonds.

###

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., Travelers, and Zurich. Real-time customer service and advice from licensed insurance advisors is available 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.