

FOR IMMEDIATE RELEASE

Contact:
John Foyer
Norton Rubble & Mertz, Inc.
(312) 422-9500 ext. 26
jfoyer@nrmadv.com

**INSURANCENOODLE.COM LAUNCHED BY
SEASONED CHICAGO INSURANCE EXECUTIVES**

*New insurance e-broker provides small businesses with the most complete choice
of insurance coverage via the Internet*

CHICAGO — July 27, 2000 – A team of established insurance executives has recently launched a new insurance e-broker, InsuranceNoodle.com, to provide commercial insurance coverage for small business owners. InsuranceNoodle.com debuts with a beta site targeted at small businesses in the Midwest (www.insurancenoodle.com). A national rollout is planned for September.

InsuranceNoodle.com is led by Don Urbanciz, CEO, the former president and managing director of Marsh Midwest; Robert Rudy, chairman and co-founder, a former McKinsey consultant and group vice president of corporate strategy at CNA; and Richard Madock, vice chairman and co-founder, the former president of CNA's \$1.2B small business insurance division. In addition, InsuranceNoodle.com is supported by an experienced marketing staff, technology group and customer service organization.

"Today, over 88 percent of small business owners are dissatisfied with their current insurance coverage and find it difficult to obtain tailored policies to fit their business needs," said Robert Rudy. "We are seeking to change that by making it easy for them to obtain customized quotes from leading insurance companies and instantly purchase policies online."

According to Don Urbanciz, InsuranceNoodle.com distinguishes itself as an Internet company whose model is rooted in proven business fundamentals. "It takes more than just a clever idea to start an Internet company," said Urbanciz. "Our business combines a solid revenue model with an experienced management team that can execute an aggressive growth plan. We think it's significant that we received funding in the midst of the market correction."

Using diagnostic software and a streamlined approach, InsuranceNoodle.com guides small business owners through the process of selecting and buying the right coverage for their business. In addition, small business owners have access to real-time advice and customer support from licensed insurance agents via online chat or a toll-free number (888-i-NOODLE). After the sale, customers are provided with their own insurance page where they can manage policy changes, obtain certificates of insurance and initiate claims online 24 hours a day.

InsuranceNoodle.com currently sells products from five of the top ten commercial insurance companies: CNA, The Hartford Financial Services Group, American International Group Inc. (AIG), St. Paul Fire and Marine Insurance Co. (a member of The St. Paul Companies Inc.) and Zurich U.S. (a member of the Zurich Financial Services Group). Through these leading companies, InsuranceNoodle.com offers a broad choice of property and liability insurance including business owner policies (BOP), workers compensation, commercial automobile, umbrella and professional liability. Additional insurance company appointments are pending.

About InsuranceNoodle.com

InsuranceNoodle.com is the most complete online insurance solution for small businesses, ensuring comprehensive, tailored coverage at competitive prices. Through a quick and streamlined process, InsuranceNoodle.com allows small business owners to compare quotes and purchase insurance products from the nation's leading insurers, including CNA, The Hartford, AIG, St. Paul and Zurich U.S., in 24 hours or less. In addition, the Chicago-based e-broker provides high quality customer service and real-time advice from licensed insurance professionals to help small business owners manage their insurance needs as they grow. For more information, visit www.insurancenoodle.com.

InsuranceNoodle.com Executive Bios

Don Urbanciz, CEO, is responsible for the day-to-day operations and profitability of InsuranceNoodle.com. Urbanciz is former president and managing director of Marsh Midwest and former CEO of Aon Midwest, where he doubled revenues in five years. Throughout his more than 30 years' experience in the insurance industry, Urbanciz has forged strong relationships with senior executives at many top 20 commercial insurance companies.

Robert Rudy, Chairman and Co-founder, brings his 15 plus years of insurance experience in strategy and corporate development roles to developing InsuranceNoodle.com's strategic vision and customer service capabilities. Rudy worked as a group vice president of corporate strategy for CNA and senior strategy officer at Provident Mutual. He was also a consultant with McKinsey & Co., focusing on financial institutions and distribution strategy.

Richard Madock, Vice Chairman and Co-founder, is responsible for InsuranceNoodle.com's growth and business development. Madock brings more than 17 years of experience in senior operating roles at insurance and financial services firms. He is former president of CNA's \$1.2B small business insurance division, and previously served as COO of a \$350 million financial services subsidiary of Alleghany Corp.

Bob Eisenhart, Vice President of Technology, is responsible for the business process architecture and integration of carrier systems supporting InsuranceNoodle.com's customers and business partners. He has over 20 years of experience implementing advanced technology solutions in the insurance industry, most recently with Marsh and Aon Risk Services.

Tim Adelman, Chief Financial Officer, handles the financial planning and reporting responsibilities for InsuranceNoodle.com. As a certified public accountant, he brings 16 years of extensive experience in distribution economics and agency acquisitions, and has served as the CFO of Aon Enterprise.

Andrew Wood, Vice President of Marketing, handles the development and execution of all marketing strategy, as well as implementation of all e-commerce/business partnerships. He is the former vice president of business development at CNA Life, where he was responsible for e-commerce partnerships. Wood also served as a senior manager at Andersen Consulting.

Kathryn Emmerson, Managing Director, is responsible for product development, marketing partnerships and insurance company relationships. She brings more than 20 years of insurance brokerage experience as a former executive vice president of Aon Risk Services and senior vice president of Marsh.

Barbara J. Miller, CPCU, ARM, Vice President of Customer Service, oversees and directs all staffing and operations for the InsuranceNoodle Customer Service Center, including training and program development for the customer service representatives. She brings to InsuranceNoodle more than 25 years of insurance brokerage, agency and insurance company experience as a former vice president, team leader, and signature service coordinator for Aon Enterprise and Aon Risk Services.