



FOR IMMEDIATE RELEASE

2008 eInsurance Symposium Profiled Innovation, Entrepreneurial Leaders and New Business Models

Twenty CEOs, Presidents and global insurance leaders shared innovation, creativity and insight into today's global marketplace.

DALLAS, TEXAS – September 25, 2008 – Joseph J. Plumeri, CEO of Willis, Kim Garland, President of Safeco's Open Seas Insurance, William Hartnett, US Industry Insurance Solutions Director for Microsoft Corp., Mario P. Vitale, Deputy CEO of Zurich Global Corporate, Joseph Clabby, President of ACE USA West and Alex Letts, CEO of RI3K delivered keynote addresses at the 2008 eInsurance Symposium in Dallas September 16-17, 2008.

The 2008 eInsurance Symposium provided these global insurance leaders the forum to discuss industry mega trends impacting property and casualty insurance, present entrepreneurial concepts for growth in this difficult environment, how to build and create innovative new value for customers, and emphasizing the importance of considering enterprise risk management and the global economy's impacts when developing new value based products and services.

Informative sessions were held on insurance exchanges, leveraging technology to gain better knowledge and information in an exchange environment, reputation management, SEMCI, online marketing, agency valuation, foreign language initiatives and leveraging margins with financial solutions.

"The eInsurance Symposium has evolved into a think tank lead by insurance entrepreneurs who meet and share cutting edge ideas on insurance underwriting and distribution. As evidenced by the leaders who made keynote presentations, innovation is critical to growth. Over 20% of all P&C premiums move each year because of new concepts, products and distribution plans. Everyone is looking for the next idea on how to gain market share," said Richard Kerr, Founder and CEO of MarketScout.

MarketScout's eInsurance Symposium Partner Sponsors include Safeco Insurance, Microsoft Corp. and *Business Insurance* magazine. In addition, support from ACE, AIG, Allied World Assurance Group, American Family Insurance, Association Insurance Management, Combined Group, Hales & Company, MotionPoint, StoneRidge Advisors, LLC, WIAA Group and Zurich was crucial to the event's success.

Those interested in learning more about the next Entrepreneurial Insurance Symposium, which is set for September 14 through September 16, 2009, can go to www.EInsuranceSymposium.com or call 1-800-500-8720 x4284.

MarketScout

MarketScout is a Dallas, Texas-based electronic insurance exchange, which underwrites and distributes hundreds of product lines to its 40,000-member agency network across the United States. Over 100 A-rated carriers participate in the MarketScout exchange platform at www.marketscout.com. MarketScout believes business produced via their insurance exchange is 7% to 8% more profitable than business generated by the typical marketplace.

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