



## **Insurance Execs Outline Innovations for 2009**

*New Underwriting and Distribution Ideas Showcased in Dallas on September 15 - 17, 2008*

Dallas, TX, August 27, 2008 --(PR.com)-- MarketScout® will host twenty leading CEOs and Presidents to showcase entrepreneurial innovations and new business strategies being used to engineer a massive redistribution of premium in the field of insurance and risk management.

Creative concepts and far reaching new ideas will be presented via keynote presentations from:

Kim Garland, President of Open Seas and Senior VP of Safeco  
Bill Hartnett, U.S. Insurance Industry Solutions Director of Microsoft Corp.  
Alex Letts, CEO of RI3K  
John Lupica, President and CEO of ACE USA  
Joseph J. Plumeri, Chairman and CEO of Willis  
Mario Vitale, Deputy CEO of Zurich Global Corporate

"The insurance industry is changing at its most rapid pace in the last fifty years. We support the innovations which are born by the entrepreneurs of our industry," said Richard Kerr, Founder and CEO of MarketScout. "The eInsurance symposium is a 'think tank' which provides a platform for showcasing new, entrepreneurial ideas to the industry."

MarketScout hosts the eInsurance Symposium in September of every year. For additional information on the 2008 eInsurance Symposium, or to inquire about attending, sponsoring or exhibiting, visit <http://www.eInsuranceSymposium.com>.

### **MarketScout**

MarketScout is a Dallas, Texas-based electronic insurance exchange, which underwrites and distributes hundreds of product lines to its 35,000-member agency network across the United States. Over 40 A-rated carriers participate in the MarketScout exchange platform at <http://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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