



For Immediate Release

Odom Joins MarketScout

DALLAS, December 14, 2006 – MarketScout, the Dallas, Texas based eInsurance Exchange, announced Neal Odom has joined the firm as Vice President of Finance. Mr. Odom will direct MarketScout's expanding finance and accounting operations and will work directly with MarketScout's executive team in managing the distribution of products across the United States.

Mr. Odom has over 13 years experience in accounting, finance, human resources, and administration with a specialized focus on insurance distribution and most recently served as Controller for Curley Insurance Group/Heartland Marketing. According to Richard Kerr, CEO of MarketScout, "We are fortunate to have Neal as part of our growing organization. He gained valuable experience over the last six years while working for a growing company with exceptional leadership."

About MarketScout:

MarketScout is a Dallas, Texas based electronic insurance exchange which underwrites and distributes hundreds of product lines to its 58,000-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 the independent agent using the MarketScout eInsurance Exchange produces business to insurers which is 7% to 8% more profitable than business generated by the general marketplace.

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