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## **David & Goliath: Online Providers Take On The Challenge**

*Online Insurance Pioneer InsWeb's President & COO to Speak at Society of Insurance Research, October 23, 2007 at Nashville.*

Indianapolis, IN, September 11, 2007 —

The intrusion of Internet based distributors and insurance underwriters has been well documented by insurance industry participants and observers. With a wary eye, practitioners scrutinize every possible change in consumer attitudes, behaviors, and shopping patterns as they relate to marketing insurance to an increasingly 'net savvy community.

So what does the future hold? How will Web 2.0 change the already shifting sands of consumer preferences and buying convenience? Who are they... these "early adapters" to the online insurance world?

Join online insurance pioneer InsWeb's President & CEO, Jamie Pickles, and Claritas' Insurance Practices leader and Assistant Vice President Candace Thornton as they explore the customers, issues, and emerging technology behind the hype as part of the 2007 Society of Insurance Research (S.I.R.) Annual Conference, October 21 through October 24 in Nashville, TN.

This conference annually attracts Society members and other insurance practitioners and industry leaders from a broad spectrum of backgrounds and practices. They will tackle timely and thought provoking subjects like Online Insurance at this information-packed event. Details of this don't-miss session and the entire event can be found at the Society's website, [www.sirnet.org](http://www.sirnet.org).

"Online insurance, whether from a producer or underwriting perspective, is a topic which echoes through the leadership discussions at almost every major insurer these days" according to Claritas' Candace Thornton. "With the help of Mr. Pickles of InsWeb and Ms. Thornton of Claritas, I think we will definitely challenge the thinking of our attendees" asserts S.I.R. President and Allstate Insurance Group Product Manager Jeff Nagel. "When coupled with other compelling sessions like Insurance Fraud and Balanced Scorecards, and powerful keynote speakers, this will be the highlight of the S.I.R. year" Nagel noted.

Information regarding the S.I.R. Annual Conference and registration information can be obtained by contacting the Society's Executive Director, Ed Budd, at 317.398.3684 or visiting the Society's website at [www.sirnet.org](http://www.sirnet.org).

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