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**INSURICA Insurance Management Network Chooses ProspX to Support
New Unified Market Positioning**

On-Demand Collaboration and Automation Platform to Connect Expertise Across
Company's Network of Insurance Management Partners

AUSTIN, Texas – June 2, 2009 – [ProspX, Inc.](#), the leader in on-demand sales collaboration and automation solutions for the commercial insurance industry, today announced that INSURICA Insurance Management Network, formerly North America Group, has selected the ProspX platform to further support the launch of its new branding and positioning campaign. By networking core industries and disciplines together and enabling easy collaboration and sharing of information, the agency can provide more comprehensive and efficient services to address the unique need of its clients.

"As we mark our 50th anniversary, it is an ideal time to bring our partners together for our continued growth and the benefit of our clients," said Mike Ross, President and CEO of INSURICA. "All of our specialty areas - including hospitality, ministries, construction, energy, transportation, education, and more - will now be a part of a single virtual organization. As an important component of this new network, the ProspX platform will make it easy for each of our partners to find and connect with the resources and specialists relevant to any business opportunity, enabling the expertise of one to be shared by all."

As a \$500 billion per year market, the commercial insurance industry is highly complex and competitive and provides services for hundreds of thousands of customers worldwide. To improve the flow of business, ProspX has developed a [Software-as-a-Service \(SaaS\) solution](#) that combines enterprise social networking, search engine, and CRM technology, to automatically connect commercial insurance agents, brokers, and carriers at the initial point of opportunity and throughout the sales cycle.

"We are excited to be an integral part of streamlining communication across INSURICA's network of insurance management partners," said [Todd Young](#), President and CEO of ProspX. "By leveraging ProspX's affordable and easy-to-use platform, INSURICA users will be able to effectively connect to critical information, specialists, and each other, yielding more wins, shorter sales cycles, and increased client retention."

For more information on ProspX solutions for the commercial insurance industry, visit www.prospX.com.

About INSURICA Insurance Management Network

Headquartered in Oklahoma City, INSURICA Insurance Management Network is made up of independent insurance agencies that specialize in core industries and business disciplines, and share their expertise with the entire group. From construction to hospitality, transportation to education and beyond, INSURICA's network of industry-specific knowledge and in-depth experience makes it one of the

largest independent insurance agencies in the nation. For more information about INSURICA please visit www.insurica.com.

About ProspX

Built specifically for the commercial insurance industry by insurance professionals, ProspX, Inc., headquartered in Austin, Texas, develops on-demand sales collaboration and automation solutions that improve productivity and streamline communications between agencies, brokers, and carriers. Combining the best of enterprise social networking and search engine technologies with simple CRM functionality, ProspX gives brokers quick and easy access to the critical internal resources available for new and renewal business, while allowing carriers the ability to elevate their message for increased visibility at the initial point of opportunity. For more information please visit www.prospX.com and follow ProspX on Twitter at www.twitter.com/prospX.

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