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**INSUREtrust.com's Davis Named One of
Best's Review's "People to Watch in the Coming Year"**

ATLANTA – Rick Davis, co-founder and executive vice president of INSUREtrust.com LLC was named one of the "People to Watch" in the insurance industry by *Best's Review*, the leading publication for the insurance industry. The January *Property and Casualty* issue of the publication includes Davis in its list of 25 insurance professionals that will "affect the course of the industry." Among other insurance industry leaders, the list also includes Warren Buffett, chairman of Berkshire Hathaway Inc., and United States Senator Phil Gramm (R-TX), chairman of the Senate Banking Committee.

Commenting on the high industry honor, Steve Haase, INSUREtrust.com co-founder and CEO said, "It is remarkable that Rick has made this prestigious list while being in the industry for such a short time. Among a distinguished group of career insurance professionals and politicians, it is significant that he is the only Internet and electronic commerce expert included in this last list of the 20th century. Our team feels strongly that this is a good sign of things to come for INSUREtrust.com and we are proud to celebrate this meaningful milestone. Our new industry niche is gaining mass adoption and this is positive reflection of its acceptance."

Atlanta-based INSUREtrust.com is the first company to provide "hacker insurance" for protection against liability and digital asset damage resulting from breaches in corporate computer networks and Web sites. All INSUREtrust.com policyholders go through a comprehensive security and e-business risk assessment before being approved to purchase an insurance policy. As head of the Company's security strategy, Davis created the risk assessment, loss control, compliance and network security consulting practice and oversees its implementation. Rick also directs the Company's marketing and internal automation initiatives.

"This honor validates INSUREtrust.com' efforts to fill the need for comprehensive risk management solutions for companies that are taking advantage of e-business in the New Economy," said Davis. "Our e-business insurance policies cover the key uninsured exposures that are not addressed by traditional property and casualty insurance policies. Our LifeCycle risk management solutions allow Internet and e-business customers to move forward with confidence while developing complex electronic commerce initiatives."

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Davis adds, "Bottom line, we are instilling trust and accountability to do what's right for the responsible growth of Internet and electronic commerce. Inclusion on this list is just one more positive sign that the networked world really needs what we are building."

About INSUREtrust.com, LLC

INSUREtrust.com (www.insuretrust.com) is a leading provider of life-cycle risk management services and insurance policies to corporations that depend on mission-critical information systems. INSUREtrust.com pioneered the field of creating cutting edge risk management solutions to reduce the risk related to online privacy and computer breach of security. It is the only company offering a total solution, which both reduces and transfers risk away from clients that are involved in e-business initiatives. INSUREtrust.com works closely with agents, brokers and information security experts around the country to deliver products and services to its clients through existing relationships.

INSUREtrust.com provides significant risk management expertise to a wide range of critical-information, e-businesses including:

- Financial Institutions
- Healthcare Services
- Internet Service Providers
- Law Firms, Courts and Related Providers of Legal Services
- Network Security Solutions Providers
- Public Key Infrastructure (PKI) Participants
- Transactional Web Sites

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