



FOR IMMEDIATE RELEASE

FirstBest Launches Collaborative Underwriting 2.0 Forum and News Portal As Part of Web Site Re-launch

BEDFORD, MA – November 3, 2009 – [FirstBest® Systems, Inc.](#), provider of [insurance software](#) solutions that help Property & Casualty insurance carriers write more business and write better business, today announced that it has launched a new Web site in conjunction with a news portal and interactive forum for relevant and timely information about collaborative underwriting 2.0 in insurance.

FirstBest.com now includes significantly expanded content about each of the company's insurance software solutions, including its [underwriting workstation](#), agent portal, and agency connectivity solutions. The new site also provides access to the new [Agent-Carrier Connection](#), a collaborative underwriting forum, offering a library of industry articles, calendar of events, blog, and more. The news portal offers the ability to search a growing library of more than 800 resources by interest—so that it can be used as a central research, news and education resource.

“We are re-launching our Web site and new collaborative forum with the goal of providing a valuable resource for our industry. The Agent-Carrier Connection is intended to start a dialogue between carriers, agents, brokers, and other parties within the commercial lines insurance sector, prompted by topics ranging from underwriting best practices, Web 2.0 collaboration, and solutions to development. Today, the forum's users can peruse areas of interest and post comments about articles. In the future, we will expand the forum's social media functions to establish communities via real-time dialogues, interaction with guest bloggers, and possibly events such as online roundtables,” commented Meira Primes, VP of Marketing, FirstBest Systems.

Free to carriers, agents, media, analysts, and others, at www.agentcarrierconnection.com or via the FirstBest.com home page, the news portal and forum foster an online dialogue intended to drive underwriting knowledge and best practices. The site's engine aggregates relevant news and trend content derived from dozens of online insurance, technology and business sources. Users have the ability to search for key topics or companies. They may sort or view articles by expertise area: industry, legislative or technology, or by relevance to a specific line of business, including: Workers' Compensation, Commercial Property, Commercial Auto, and more. The Agent-Carrier Connection also includes a FirstBest-authored expert blog, calendar for upcoming events and links to several leading industry associations and publications.

About FirstBest

[FirstBest® Systems, Inc.](#) delivers P&C solutions that help insurance companies write more business and write better business. Our solutions enable Carrier-Agent collaboration as well as underwriting

efficiencies and market growth, and include an [Underwriting Workstation](#), Agent Portal and Agency Connectivity. Our flagship product, the FirstBest UMS™, combines a next-generation underwriting workstation with a business analyst workstation and FirstBest Agent™, a Web 2.0 agent portal.

Companies such as AMERISAFE, Inc. (NASDAQ: AMSF), a specialty writer of workers' compensation insurance for hazardous industries, as well as ICW Group Insurance Companies, a multi-line Super Regional Insurance Carrier, are leveraging FirstBest [insurance software](#) to expand their book of business and improve ease-of-doing business with agents.

For more information, visit www.firstbest.com or call 1.888.863.6095.

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