



FirstBest to Exhibit and Speak on Panel at 2009 MarketScout E-Insurance Symposium

Meet and Hear FirstBest in Dallas, TX, September 15-16, 2009

BEDFORD, MA, September 9, 2009 -**FirstBest® Systems**, Inc., provider of Property & Casualty solutions that help insurance companies to write more business and write better business, announced today that FirstBest is exhibiting and speaking at the 2009 Entrepreneurial Insurance Symposium. FirstBest will be available to discuss its agent portal, underwriting workstation and agent connectivity solutions.

WHO: FirstBest CEO, John Belizaire, will be available for meetings at the FirstBest Booth #8.

WHERE: Cityplace, 2711 North Haskell Avenue, Dallas, TX

WHEN: Networking Mall Hours Located in Lakewood Rooms 1 & 2:

- Tuesday, September 15th, from 7:30 – 8:45 a.m., 10:45 am – 11:15 am; 3:15 – 3:45 p.m. and 5:15 – 7:00 p.m.
- Wednesday, September 16th, from 7:30 – 8:30 a.m. and 10:15 – 10:45 a.m.

SPEAKING: On September 15th from 3:45 -5:00 pm, FirstBest's CEO, John Belizaire, will participate in the panel session, "**Collaborative Commercial Underwriting.**" The panel will be led by Frank Sentner, Director of Technology, Council of Insurance Agents & Brokers, and additional panelists include; Sharon Emek, Managing Director, CBS Coverage Group, and Chris Gay, CEO, MileMeter. (*Joe C. Thompson Amphitheater: 3:45 – 5:00 p.m.*).

About MarketScout

MarketScout is a Dallas, Texas-based electronic insurance exchange, which underwrites and distributes hundreds of product lines to its 35,000-member agency network across the United States. More than 50 "A" rated carriers participate in the MarketScout exchange platform at www.marketscout.com. MarketScout believes business produced via their insurance exchange is 7% to 8% more profitable than business generated by the typical marketplace.

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 distribution and interaction, and include an Agent Portal, Underwriting Workstation, and Agent Connectivity. Our flagship product, the FirstBest UMS™, combines a next-generation underwriting workstation with 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 to grow their book of business and improve ease-of-doing-business with Agents. Carriers can achieve greater speed and business agility; promote enhanced underwriting discipline and best practices; provide real-time collaboration; expand into new lines of business and markets; and empower underwriters and agents with greater visibility into their business.

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

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