

### Insuresoft Sponsors Golf Outing at PCI Information Technology Conference

October 20, 2008 - Las Vegas, NV



For the 6th year running, Insuresoft, a leading insurance software company, sponsored the annual Property Casualty Insurers Association of America's golf outing at Desert Pines Golf course in Las Vegas, NV on Tuesday, October 7th. As part of the PCI Information Technology Conference sponsorship packages, Insuresoft provided 16 foursomes who signed up to play golf during the conference with beautiful greens, perfect weather and great camaraderie with colleagues from the property and casualty insurance industry.



Golfers boarded busses at Ceasar's Palace destined for Desert Pines Golf Club where they were treated to a box lunch and some practice time prior to heading for their assigned tees for the 1pm shotgun start. "This was an ideal venue to relax and enjoy each other's company," stated Tony Villa, Insuresoft CEO, "It's a great way to meet and greet other P&C colleagues outside their respective offices."



Insuresoft's marketing department was also on hand helping to make the event fun and memorable. Instead of handing out the traditional "goodie bag" with golf balls, tees and towels ahead of the golf outing, participants had to "earn" their golf prizes by beating a golf pro on the 16th hole. KyLee Brown, a Nike Tour Golf pro, was on hand to tee off on the 16th hole before each foursome. Each golfer had to beat KyLee's drive in order to win a golf prize. Luckily for the golfers, Insuresoft's marketing department was kind in determining which drives went farther.

Dominic Grosso, Vice President and CIO, AAA MidAtlantic, found the "Beat the Pro" format challenging, "I have to say that there were probably some bruised egos as a result of some fairly poor drives on the 16th hole. KyLee was tough to beat but it was all in the spirit of fun", continued Grosso.

"PCI is happy to have Insuresoft as a returning sponsor of the golf outing," stated John Palombi, PCI Assistant Vice President - MIS Operations and Support, "Our members truly look forward to the golf outing and the contacts they make while on the course." Insuresoft announced at the post outing awards ceremony that they will return as the sponsor for the PCI Information Technology Conference Golf Outing again in 2009.

For more information on the PCIAA, visit [www.pciaa.net](http://www.pciaa.net)

**About Insuresoft:**

Insuresoft is a Microsoft Gold-Certified independent software vendor delivering insurance software to the property and casualty insurance industry. Insuresoft offers a suite of products and services that are configured to meet the unique needs of insurance companies and managing general agents in North America. Insuresoft is a privately-held company headquartered in University Park, Illinois, with offices in Alabama and Minnesota.

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