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Stonebridge Life Insurance Company and Online Insight Help NASCAR Fans Win the Race of Life

Direct response insurer will incorporate Online Insight's guided selling tool into a promotional campaign featuring NASCAR driver, Carl Edwards

ATLANTA – July 13, 2005 – Online Insight Inc., the leading provider of advanced guided selling and market intelligence solutions, today announced that Stonebridge Life Insurance Company, a member of the AEGON Group, one of the world's largest insurance organizations, will utilize its eMpower Suite as part of a major promotional campaign targeting NASCAR fans. Online Insight's solution will help the direct response insurer sell more business by providing consumers with the tools to determine which life insurance plan is the best match based on their personal and financial objectives.

"Stonebridge Life has built a strong reputation as a company our customer's can depend on to meet their specific needs with quality products and a high level of service," says Lew Whalen, VP of Marketing for Stonebridge Life. "Online Insight's solutions will help us continue this tradition by enabling our customers to find life insurance that is directly aligned with their personal preferences and financial situation."

Consumers will be able to access Online Insight's decision assistance tool via a link on the Stonebridge Racing website, (www.stonebridgeracing.com), a site Stonebridge Life created as part of its exciting promotional campaign surrounding its first sponsorship of a NASCAR driver, Carl Edwards. Through its sponsorship, Stonebridge Life hopes to expand its market reach by breaking into a new target market – NASCAR fans. An affiliate of Stonebridge Life, World Financial Group, currently sponsors Edwards, making NASCAR and Edwards a logical choice.

"Online Insight and Carl Edwards share Stonebridge Life's commitment to winning in a fast-paced world through integrity, innovation and consistent performance," comments Whalen, VP of Marketing for Stonebridge Life. "We are fortunate to have these players on our team."

As part of the sponsorship, Stonebridge Life is running a major promotion involving a grand prize VIP Racing Week-end, which includes a tour of the Roush Racing facilities in Concord, N.C. - hosted by Edwards. To enter, consumers must provide basic contact information online at stonebridgeracing.com, helping Stonebridge Life to drive online traffic, generate leads, increase name recognition and enhance brand awareness. By incorporating Online Insight's solution into stonebridgeracing.com, the insurer will provide its prospects with a better online sales experience that will provide the information consumers need to make a more informed and better life insurance purchase.

"Purchasing life insurance is a very personal and complex decision for most consumers," explains Dave Fiacco, President & Chief Operating Officer of Online Insight. "Our software provides the decision assistance and trusted guidance consumers are looking for by helping them better understand what is truly most important when buying life insurance. It then delivers personalized plan choices that best satisfy an individual's unique buying motivations, leading to an easier and more sound buying decision."

Through an interactive conversation with the consumer at the point of influence, Online Insight's eMpower Suite creates a unique profile for each consumer that captures individual buying motivations, specifically which features are most important when purchasing a specific product. Based on the individual's preference profile, Online Insight's software generates unbiased product recommendations that the consumer can directly connect back to their stated preferences, providing the confidence necessary to complete the purchase.

In addition to closing more business, Stonebridge Life will gain valuable insight into consumer buying motivations and product preferences via Online Insight's eMPower Enterprise, a value-driven module that delivers market intelligence on individual buying motivations throughout the entire enterprise. Armed with real-time insight into what motivates consumers to purchase their products, Stonebridge Life will be better positioned to expand its market reach by developing more effective, personalized sales and marketing strategies.

"Designed to address all phases of the consumer's decision-making process, our solution is helping companies like Stonebridge Life gain a deep understanding of customer motivations – a critical objective for Stonebridge as it attempts to break into a new target market," adds Fiacco. "We are pleased to be a part of this exciting promotional campaign and look forward to helping Stonebridge Life expand its reach and generate new revenue."

Stonebridge Life and Online Insight are off to a winning start. The insurer kicked off its sponsorship at the Pocono 500 on June 12. In his first career start at Pocono Raceway, Edwards, driving the No. 99 Stonebridge Life Insurance Ford, captured the checkered flag for his second career NEXTEL Cup win and a huge victory for Stonebridge Life.

About Online Insight

Online Insight is the leading provider of highly advanced guided selling and market intelligence solutions that deliver first-hand, comprehensive knowledge about customer's buying motivations. Armed with immediate and valuable insight into a customer's buying psyche, companies are better positioned to fully integrate sales, marketing, product development, and customer service at the strategic and tactical levels, enabling them to dramatically increase revenue and significantly improve sales and marketing across all product distribution channels. Through a high-touch, interactive conversation at the point of sale, Online Insight's Empower Suite provides consumers with the knowledge, personalized choices and confidence they need to execute a sound decision, helping businesses close more business, faster, at a lower cost. Online Insight is shifting the paradigm of how forward-thinking companies interact with and assist their customers. For more information, visit the company's website at www.onlineinsight.com.

About Stonebridge Life Insurance Company

Stonebridge Life Insurance Company offers term and whole life insurance directly to consumers via mail, phone, and the Internet. Stonebridge Life has been protecting families across America for over 30 years and as of May 13, 2005, is rated A+ (Superior; 2nd of 16) for financial strength by AM Best Company, one of the most respected independent analysts of the insurance industry. It is also a member of the AEGON Group, one of the world's largest insurance organizations. In addition to Stonebridge Life, other members of the AEGON Group include Life investors Insurance Company of America, Transamerica Financial Life Insurance Company, Transamerica Life Insurance Company, Monumental Life Insurance Company and Peoples Benefit Life Insurance Company.

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