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The National Underwriter Company Invests to Expand Training Products

NUCO licenses DigiLore technology to efficiently manage content planning, design and development

May 11, 2006 (Erlanger, KY) – The National Underwriter Company (NUCO), a leading publisher of print, e-media and software products for the insurance and financial services industries, announced today that it has initiated steps to upgrade its training content planning, design and development technologies in order to better serve customers and gain market share.

To meet growing industry demands NUCO currently offers hundreds of professional publications and training programs. By implementing a Learning Lifecycle Management™ system, however, NUCO will be able to increase the number of offerings available, more quickly respond to industry demands, and service client requests for rapid development of custom content.

“Learning Lifecycle Management™ is a revolutionary approach to managing the complete planning, design and development process”, noted Bill Wienhoff, Director of Insurance Education for NUCO. “We were very excited to discover that DigiLore, a pioneer in this technology, is located here in Cincinnati. The support and spirit of partnership we have already experienced also convinced us we had identified the right company to help us with our learning content management needs.”

The selection of DigiLore’s JITCube platform was the result of a year-long search to identify the best-in-class tools and technologies available for supporting learning design and development. DigiLore developed JITCube in partnership with one of the world’s pre-eminent consumers of training content, the U.S. Air Force. Commercial sales began in 2005. “Due to the investment made by the U.S. Air force, we found that JITCube compared favorably with solutions valued at ten times the cost,” said Wienhoff. “We expect to recapture our initial investment quickly as we are now in a position to aggressively grow our share of the financial services training market.”

About The National Underwriter Company:

NUCO, formed in 1897, is the leading publishing and information services business for the insurance industry. Headquarters are in Erlanger, Kentucky, a suburb of Cincinnati, and principal editorial and advertising sales offices are in Hoboken, New Jersey. NUCO’s Insurance Magazine Division publishes two weekly newsmagazines for the property/casualty and life/health sectors of insurance carrying the *National*

Underwriter brand. The company also publishes *Claims*, a monthly magazine for claims executives; *Tech Decisions*, for IT insurance professionals; *Advising Boomers*, for financial advisors to the baby boom generation; and two regional titles, *Florida Underwriter*, and *Insurance Advocate*, for the New York metro market. In live events, NUCO sponsors the *Annual Claims Exposition*, and the *Life Insurance Sales Mastery Forum*. NUCO's Professional Publishing Division issues its *Fire, Casualty and Surety* bulletins, reporting on the latest developments in insurance policy application and legal interpretation; and the *TaxFacts* annuals, summarizing how the tax code affects insurance and investment decisions, among some 160 titles in all. For more information about NUCO, visit www.nuco.com.

About DigiLore:

DigiLore is the only choice for Learning Lifecycle Management™. The Knowledge on Demand product suite enables the manufacturing enterprise to: Author a "blended learning" curriculum, capture and retain knowledge of the aging workforce, and accurately ascertain the effectiveness of training programs. These innovative products, in part, have been brought to market through a well established partnership with the Department of Defense.

Founded in 1999, DigiLore is a privately held company with offices in Milford, Ohio and Hilo, Hawaii. For more information about DigiLore, contact Lara Giddens at Lara.Giddens@DigiLore.com or visit www.DigiLore.com.

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