

PRESS RELEASE
FOR IMMEDIATE RELEASE:



Leaning Birch Software

CONTACT:

Jon Santa

Leaning Birch Software

419-305-9767

jsanta@leaningbirchsoftware.com

<http://www.leaningbirchsoftware.com/>

LEANING BIRCH SOFTWARE ANNOUNCES NEWEST PROPERTY AND CASUALTY INSURANCE PRODUCT

WISCASSET, ME - Leaning Birch Software announces its newest product, Fountainhead, which will allow insurance entities to construct personal or commercial products in a unique and exacting manner, and then deploy them in a fraction of the time that has been possible in the increasingly competitive Property & Casualty industry. It is a powerful new tool set to design, construct, test and deploy insurance administration systems for carriers, agents and consumers.

An insurance product designed with Fountainhead has many unique features including, an elegant and high performance user entry screen, a powerful rating and workflow engine, integrated billing, fully-integrated declaration for forms and report printing, satellite mapping capability, and access to external systems such as credit and motor vehicle bureaus, etc.

The Fountainhead Toolkit and end-user platform are based around Microsoft's exciting, new Silverlight platform -- a streaming Internet technology that performs equally well in a Microsoft Windows or Apple Macintosh-based browser.

According to Jon Santa, Leaning Birch President, "Fountainhead will streamline the construction of personal and commercial insurance products and then disseminate and manage them in less time than ever thought possible. We believe the industry has been searching for a powerful tool such as this that will enable business users to define and construct processes and systems".

Fountainhead has distinct advantages over other programs for the following reasons:

- It is a business system that is controlled by business people
- All browser based (Internet Explorer, Safari, Firefox, Navigator)
- Extremely fast (with the statistics to prove it)
- The Fountainhead Toolset and End User Systems are Microsoft Windows and Apple Macintosh compatible

For more information on the product, please visit www.leaningbirchsoftware.com.

Leaning Birch Software, LLC, is headquartered in Coastal Maine with a separate data center in South Carolina. The Company's founders have significant executive-level experience within the insurance software industry, and decades of experience in technology, management, and sales at several of the most significant players in the industry.