

Press Release

FOR IMMEDIATE RELEASE

INS Digital Media Announces Launch of the New Sidney O. Smith Insurance Website

January 31, 2007 - INS Digital Media LLC, an insurance industry web design and marketing company, today announced the launch of the redesigned Sidney O. Smith Insurance website - www.sosins.com. Sidney O. Smith Insurance, Inc. is a full-service independent insurance agency providing insurance protection for both your business and family throughout Atlanta and North Georgia with locations in Gainesville and Alpharetta, Georgia. Established in 1916, Sidney O. Smith Insurance Agency began with one man who had high ideals. His belief was that insurance companies were in business to provide financial security for people during times of crisis. Now Sidney O. Smith, Inc. has grown to over 40 employees and over 17,000 clients.

The original website was very outdated and not very useful and the domain name that was used for both the website and email - sidneyosmithinc.com - was very long and not easily communicated. INS Digital Media worked with Sidney O. Smith to develop a custom website and a new domain name - [sosins.com](http://www.sosins.com). [sosins.com](http://www.sosins.com) was officially launched on January 11, 2007.

About INS Digital Media LLC:

INS Digital Media LLC is a leading website and web marketing company for the insurance

industry that delivers professional insurance websites, web hosting, email service, internet advertising, and search engine marketing to insurance agents and brokers. For more information about INS Digital Media, please visit www.insWebsites.com.

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