

For Immediate Release:

Insurers Recognize Loss Prevention Benefits of New Home Monitoring System

Cook, Hall & Hyde, Inc., Through Their Representation of Major Insurance Carriers, Offer ConnectedHearth.com Customers Discount on Home Insurance Premiums

(Amagansett, LI, NY...March 1, 2004) Executives from Cook, Hall & Hyde, Inc. and a major insurance carrier have negotiated an exclusive promotion to offer ConnectedHearth.com customers discounts of up to 18% on their homeowner insurance premiums effective immediately. ConnectedHearth.com customers are able to monitor and control their homes no matter where they are as long as they have access to the Internet. The ConnectedHearth.com website continuously connects to the home to monitor for emergency conditions, such as unauthorized entry, fire, water leaks and low temperature, immediately notifying the homeowner and up to two other designated parties if a problem is detected.

Loss Prevention Benefits

Recognizing the potential loss prevention benefits for homeowners having Connected Hearth technology, executives from Cook, Hall & Hyde worked closely with major insurance carriers to offer ConnectedHearth.com customers discounts of up to 18% on their homeowner's insurance policy premiums.

Timothy O'Brien, Director of Private Client Services at Cook, Hall & Hyde said, "Subscribers to ConnectedHearth.com realize significant loss prevention benefits, which can be used to help reduce their homeowners insurance costs. Using Connected Hearth is a win-win proposition."

Commenting on the exclusive offer, John Thorsen Jr., founder of ConnectedHearth.com said, "We are pleased that our services are recognized by Cook, Hall, & Hyde and major insurance carriers as offering benefits and monetary savings to our customers."

About Connected Hearth:

Founded in 2003, ConnectedHearth.com is a web-based home monitoring and control solution, which enables subscribers to communicate with their homes via the Internet and telephone. Through the ConnectedHearth.com website, customers are able to monitor their security systems, control their heating and cooling, lighting and appliances as well as view live images from cameras in the home. The fire, smoke, gas, burglar, low temperature and water leak sensors Connected Hearth installs communicate in real-time and allow preemptive remedies before problems become critical.

About Cook, Hall & Hyde, Inc.:

Cook, Hall & Hyde Private Client Services specializes in providing extraordinary solutions and services to individuals with significant assets and complex coverage needs. With offices in East Hampton, Nassau County and Bergen County, NJ, they provide a unique combination of highly personal and local service, complemented by sophisticated risk management strategies. Coordinating the offer of enhanced premium credits for Connected Hearth homeowners is one example of their ability to combine knowledge and risk management expertise for the benefit of their clients.