



Blue Cod Technologies Appoints Robert Bruce as President and COO

MARLBOROUGH, Mass. – March 1, 2011 – Blue Cod Technologies, Inc., the leading provider of technology-enabled services for the property and casualty (P&C) insurance industry, today announced that Robert Bruce has been appointed president and chief operating officer (COO). Bruce moves into the role of president following Jeff Brown, who will continue as Blue Cod Technologies’ chief executive officer and chairman. Bruce is responsible for overseeing Blue Cod Technologies’ operations, which includes Business Process Outsourcing (BPO), Information Technology Outsourcing (ITO), Professional Services, and application development initiatives.

“We are fortunate to find someone with Bob’s experience and industry insight to fill this leadership role in our company,” said Brown. “Bob is a trusted colleague and advisor. He will bring significant industry experience and a new perspective to our team as we position the company for continued growth.”

Bruce brings more than 15 years experience in the P&C industry in executive level roles with both carriers and technology providers, and has served on Blue Cod Technologies’ board of directors since 2009. Prior to joining Blue Cod Technologies, Bruce was the founder and president of ClayPoint, Inc., a consulting firm that specializes in enabling software and IT service organizations to achieve high performance and create significant business value. Prior to founding ClayPoint, Bruce was president of Fiserv Property & Casualty Solutions, a provider of software applications, consulting and outsourcing services to the insurance industry. He also formerly served as the CIO at Allmerica Financial Corporation, a \$4 billion, multi-line insurance and financial services company. While at Allmerica, Bruce was recognized by *Computerworld* as one of the Premier 100 IT Leaders in the country.

“I am very excited about the future opportunities for Blue Cod and our customers,” said Bruce. “Our outsourcing and software solutions are well-positioned to help our customers enter new markets rapidly and reduce the cost of back office operations. I am excited to help lead Blue Cod as we take the company to the next level.”

Bruce is a frequent guest speaker at industry events. He is presently serving as a judge for *CIO Magazine*’s 2011 CIO 100 Awards and is also serving as a judge for MIT Sloan’s 2011 CIO Symposium Awards Program.

About Blue Cod Technologies, Inc.

Blue Cod Technologies, Inc. delivers technology-enabled services for the property and casualty (P&C) insurance industry. The company offers on-shore Business Process Outsourcing (BPO), Professional Services and Information Technology Outsourcing (ITO) to address the service, support and technology needs of start-up, SMB and enterprise-class insurance providers in the Homeowner, Auto, Farmowners, Earthquake and Commercial Package markets. Blue Cod’s team of experienced insurance, technology and implementation specialists deliver high-end insurance services at a lower operational and capital expense than can be achieved through an organization’s internal staff. Blue Cod Technologies offers customers the ability to create customized solutions or take advantage of specialized programs such as CEA Process, FAIR Plan Process, Assigned Risk Auto and Coastal Homeowner that bundle services to address common insurance challenges.

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