

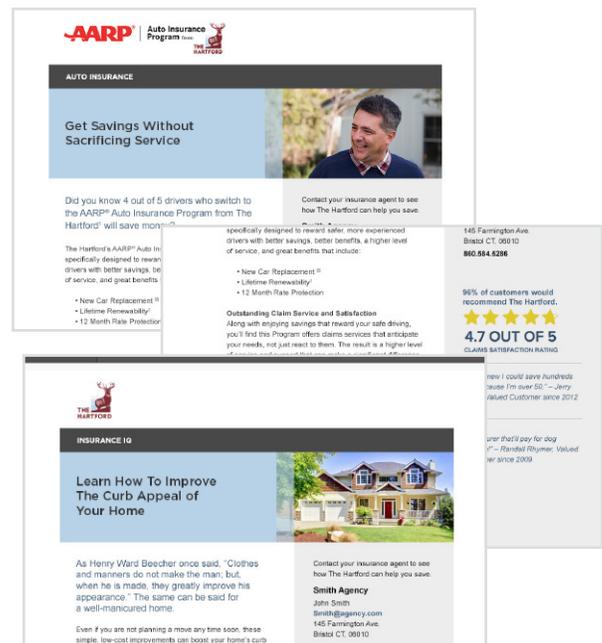


THE HARTFORD WEB Xpress

We have exciting news for our valued network of active and engaged Personal Lines agents! We are upgrading our online marketing tool, Web Xpress, to a new, enhanced, user-friendly platform this October.

Benefits of this upgraded tool:

- New, relevant content from The Hartford that reflects the latest products and benefits
- Digital assets delivered in a more user friendly format
- Regular content updates so you always have fresh, interesting information to share with your customers



What does this change mean for you?

If you currently leverage Web Xpress on your agency website today: As a result of this upgrade, the old platform will no longer be available after Q1 2016. We urge you to visit EBC, check out our new content, and replace your existing Web Xpress embed code.

If you haven't used Web Xpress in the past: What a great time to check out our new platform and integrate this dynamic tool into your agency website! Your customers will be able to access valuable content on a regular basis, and all you have to do is plug this tool into your website - we'll do the rest.

What is Web Xpress?

- The Hartford Web Xpress for Personal Lines is a valuable marketing tool, made available to our valued agency partners, that offers professional, high-quality web content that can be placed on your agency website.
- This professionally developed content covers basic product overviews, research and insights with a focus on the mature driving market, along with general interest content for active drivers and homeowners alike.
- Web Xpress content from The Hartford seamlessly integrates into your site, so visitors are treated to an engaging and cohesive experience, accessing this additional content without having to leave your site.
- The best news is that it's maintenance free - once you embed the code on your website, content updates will be made automatically. No additional effort is required on your part.

Follow these 5 simple steps and activate the new Web Xpress today!

1. Access the Web Xpress portal directly from EBC
2. Have your agency professional with EBC administrative rights log into EBC, click on "Admin," and then go to the "View & Edit Agency Information" section
3. Click on the "Digital Marketing Programs" tab, and then click on the "Launch Web Xpress" button to access the portal. Or, a licensed Agent Producer may access Web Xpress by opting-in through the Admin/Edit Profile/Digital Marketing screens. If you do not see the button, scroll down to the "Commercial Web Xpress" section, and opt into the program by checking "Yes, register my agency in the Web Xpress Program." Then hit "Save Changes." The "Launch Web Xpress" button should now appear on the upper right.
4. Once you're in the Web Xpress portal, you can select as many content pieces as you like from the content library. After making each selection, choose the banner you want to place on your agency site
5. Then, select the "generate embedding code" button and have your system administrator or webmaster place this embedding code on your agency website. Visitors to the agency site who click on the banner will access the content page

Questions?

For questions, please contact your local Hartford Sales Representative. And, for technical support, please contact EBC Technical Support at: 1-877-322-4833, available Monday - Friday, 8 AM to 8 PM.

Thank you for being an active user of The Hartford Web Xpress!

You are taking advantage of relevant, dynamic content to keep your agency website fresh and exciting.

