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CNinsure Announces Strategic Partnership in E-commerce With Sunshine P&C Insurance

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GUANGZHOU, China, June 27, 2011 (GLOBE NEWSWIRE) -- CNinsure Inc. (Nasdaq:CISG) (the "Company" or "CNinsure"), a leading independent insurance intermediary company operating in China, today announced that Shenzhen Inscom E-commerce Co. Ltd. ("Inscom"), an affiliated subsidiary of CNinsure, has entered into strategic partnership in e-commerce with Sunshine Property and Casualty Insurance Co., Ltd. ("Sunshine P&C Insurance"), one of the top ten property and casualty insurance companies in China.

As a result of the alliance, customers can have direct access to auto insurance, accidental insurance and travel insurance solutions underwritten by Sunshine P&C Insurance and get real-time price quotes through Inscom's e-commerce platform. CNinsure and Sunshine P&C Insurance's network platforms will be interconnected to each other to facilitate transaction processing and improve efficiency. In addition, Inscom and Sunshine P&C Insurance agree to enhance cooperation on market development, product design and customer services.

Commenting on the strategic partnership, CNinsure's chairman and chief executive officer, Mr. Yinan Hu, stated, "We have been gearing up for rolling out our e-commerce insurance business and feel very excited about the chance to establish extensive and in-depth cooperation in e-commerce with Sunshine P&C Insurance. Through this online insurance platform, we are committed to offering convenient, cost-effective and efficient online shopping experience to our customers. We believe that by combining the strengths and sharing the resources of both parties, we will be able to benefit from emerging e-commerce opportunities and further enhance our competitive positions in the insurance marketplace."

About CNinsure Inc.

CNinsure is a leading independent insurance intermediary company operating in China. CNinsure's distribution network reaches many of China's most economically developed regions and affluent cities. The Company distributes a wide variety of property and casualty and life insurance products underwritten by domestic and foreign insurance companies operating in China, and provides insurance claims adjusting as well as other insurance-related services.

Forward-looking Statements

This press release contains statements of a forward-looking nature. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. You can identify these forward-looking statements by terminology such as "will," "expects," "believes," "anticipates," "intends," "estimates" and similar statements. These forward-looking statements involve known and unknown risks and uncertainties and are based on current expectations, assumptions, estimates and projections about CNinsure and the industry. Potential risks and uncertainties include, but are not limited to, those relating to whether any definitive offer will be made, whether any agreement will be executed or whether this or any other transaction will be approved or consummated, as well as CNinsure's limited operating history, especially its limited experience in selling life insurance products, its ability to attract and retain productive agents, especially entrepreneurial agents, its ability to maintain existing and develop new business relationships with insurance companies, its ability to execute its growth strategy, its ability to adapt to the evolving regulatory environment in the Chinese insurance industry, its ability to compete effectively against its competitors, quarterly variations in its operating results caused by factors beyond its control and macroeconomic conditions in China and their potential impact on the sales of insurance products. All information provided in this press release is as of June 27, 2011, and CNinsure undertakes no obligation to update any forward-looking statements to reflect subsequent occurring events or circumstances, or changes in its expectations, except as may be required by law. Although CNinsure believes that the expectations expressed in these forward-looking statements are reasonable, it cannot assure you that its expectations will turn out to be correct, and investors are cautioned that actual results may differ materially from the anticipated results. Further information regarding risks and uncertainties faced by CNinsure is included in CNinsure's filings with the U.S. Securities and Exchange Commission, including its annual report on Form 20-F.

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