



July 6, 2010

CNinsure to Acquire Additional Interest in Henan Zhongrui Insurance Agency

GUANGZHOU, China, July 6, 2010/PRNewswire-Asia-FirstCall/ -- CNinsure Inc. (Nasdaq: CISG), (the "Company" or "CNinsure"), a leading independent insurance intermediary company operating in China, today announced the acquisition of an additional 45% equity interest in Henan Zhongrui Insurance Agency Co., Ltd. ("Henan Zhongrui"), an insurance agency primarily engaged in the distribution of life insurance products in Henan Province. Following the completion of the transaction, CNinsure's total shareholdings in Henan Zhongrui will be increased to 55% from the 10% it previously held.

Under the agreement with the selling shareholder, the total consideration for the acquisition is subject to downward adjustment, and CNinsure's shareholdings in Henan Zhongrui will be adjusted upwards if the agency fails to fulfill the guaranteed targets related to premiums written and net income. The transaction is expected to close in the third quarter of 2010, subject to certain consents, authorizations and other customary closing conditions.

Commenting on the acquisition, Mr. Yinan Hu, Chairman and CEO of CNinsure, stated, "We are very pleased to bring Henan Zhongrui in-house and work with them to build on their history of success. With the support of CNinsure's operating platform, the newly added sales force will serve as an alliance to our existing local agencies to extend our market presence and further consolidate our leading position in that region."

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 both domestic and foreign insurance companies operating in China, and provides insurance claims adjusting service 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. Among other things, the management's quotations and the Business Outlook section contain forward-looking 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 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 July 6, 2010, and CNinsure undertakes no obligation to update any forward-looking statements to reflect subsequent occurring events or circumstances, or to 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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