

# CORPORATE BACKGROUND

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*Purpose Beyond Profit<sup>SM</sup>*



GoodWorks Insurance, LLC, is a provider of name brand personal and commercial insurance services, founded on the principle that 50 percent of its annual, operating profits be donated to local community charities.

The founders of GoodWorks Insurance believe in business dedicated to *Purpose Beyond Profit™*. After several years of analyzing, establishing and investing in insurance businesses of all types, the founders developed a first-of-its-kind method of operating a business – one that recognizes the needs of local communities. By partnering with the nation’s leading carriers, GoodWorks Insurance can offer the highest quality insurance products and services at competitive pricing while donating 50 percent of its annual, operating profits to support education, healthcare and safety in local communities.

GoodWorks Insurance refers to its new economic approach as “responsible capitalism” due to the nature of its commitment. According to GoodWorks Insurance President Joseph L. Grochmal, the company philosophy connects social responsibility to traditional business activities within a local community setting.

## Our Products

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GoodWorks Insurance agencies provide consumers with personal and commercial insurance products.

Coverage includes:

### *Personal Insurance:*

- Homeowners
- Automobile
- Condominium
- Valuable Items
- Mobile Home
- Tenants
- Flood
- Watercraft
- Personal Umbrella

### *Commercial Insurance:*

- Property and Liability
- Workers Compensation
- Business Owners
- Builders Risk
- Professional Liability
- Boiler and Machinery
- Employment Practices Liability
- Bonds
- Excessive Liability
- Directors and Officers Liability

All GoodWorks Insurance policies are competitively priced and underwritten by the nation’s leading carriers. The company has been appointed by well-respected, charitably-minded insurers including Arbella, Chubb, Drive Insurance from Progressive, The Hartford, Litchfield Mutual, National Grange Mutual, Patrons Insurance Group and Travelers.

## Charitable Contract

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GoodWorks Insurance delivers its 50 percent donation commitment in the form of an enforceable Charitable Contract. By including a minimum annual commitment of \$15,000 per location, the Contract emphasizes GoodWorks Insurance's intent to contribute even if the company does not make any profit. It holds GoodWorks Insurance responsible for providing donations and for remaining a fully transparent organization. In essence, the Contract delivers the customer a sense of security in today's environment of corporate distrust.

To further demonstrate its commitment, GoodWorks Insurance remains transparent as an organization by disclosing key financial data to customers, communities, business partners, employees and investors.

GoodWorks Insurance has set forth policies to ensure its donations support worthy opportunities in each community.

Conditions of the Charitable Contract include:

**One-Year Deadline:** GoodWorks Insurance will only make contributions to non-profits that agree to distribute donations toward identifiable, tangible enhancements within 12 months after the receipt of funds.

**Measurable Success:** All "enrichment projects" will be determined by a selected qualified

501(c)(3) non-profit entity decided upon by GoodWorks Insurance.

## Donation Distributions:

Approximately 70 percent of GoodWorks Insurance donations will be made in support of education at the local level; the remainder of GoodWorks Insurance's charitable donations will be made in roughly equal amounts to the areas of healthcare and safety.

**Minimum Donation:** GoodWorks Insurance will donate a minimum of \$15,000 per local office each calendar year.

## History

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The founders of GoodWorks Insurance, LLC, developed the idea for the company in 2004. They noticed a growing trend toward unethical behavior within corporate America and wanted to create a company that customers and employees would trust. They also wanted stakeholders, customers, employees and communities to see a direct benefit from partnering with GoodWorks Insurance.

GoodWorks Insurance business model is subject to a patent pending. GoodWorks Insurance has purchased the exclusive right to utilize the patent pending GIFT Marketing System for the distribution of insurance products and services.

GoodWorks Insurance is headquartered in North Canaan, Connecticut, with branch offices in Great Barrington, Massachusetts and Granby, Connecticut. GoodWorks Insurance intends to expand and establish branch agencies in communities that embrace its philosophy of proactively using business to give back to local communities.

## Our Milestones

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July 13, 2006	GoodWorks Insurance announces first non-profit client under joint venture arrangement with Hilb, Rogal & Hobbs, Connecticut.
June 29, 2006	GoodWorks Insurance launches crosswalk lights initiative in Great Barrington, Massachusetts.
June 15, 2006	GoodWorks Insurance announces joint venture with Hilb, Rogal & Hobbs, Connecticut.
May 22, 2006	GoodWorks Insurance officially opens its second local sales and service office in Granby, Connecticut.  GoodWorks Insurance makes donation to Granby Education Foundation.
April 24, 2006	Jill Ford joins GoodWorks Insurance as Partner, Business Development.
April 6, 2006	GoodWorks Insurance makes its first donation to the Berkshire Hills Fund for Excellence (BHFE).
April 1, 2006	Carol Leichner joins GoodWorks Insurance as Partner, Customer Service.
March 2, 2006	Subsidiaries of Noble View, LLC are appointed by Drive Insurance from Progressive to sell property-casualty insurance products.
March 1, 2006	GoodWorks Insurance officially opens its first local sales and service office in Great Barrington, Massachusetts.
January 18, 2006	Subsidiaries of Noble View, LLC are appointed by National Grange Mutual Insurance to sell insurance products.
January 10, 2006	The dba of "GoodWorks Insurance" is approved by the Connecticut Insurance Department for use by Noble View Insurance of Connecticut, LLC.
January 4, 2006	Subsidiaries of Noble View, LLC are appointed by The Hartford to sell property-casualty insurance products.
January 2, 2006	Lillian M. Barker joins GoodWorks Insurance as Partner, Customer Service.
January 2, 2006	Deborah E. Wright joins GoodWorks Insurance as Partner, Customer Service.

January 1, 2006	Subsidiaries of Noble View, LLC are appointed by Litchfield Mutual Insurance to sell insurance products.
December 5, 2005	Subsidiaries of Noble View, LLC are appointed by St. Paul/Travelers Insurance to sell insurance products.
October 14, 2005	Noble View, LLC filed intent-to-use service mark applications with the U.S. Patent and Trademark Office for a variety of service marks for <i>GoodWorks</i> and <i>GoodWorks Insurance</i> .
October 5, 2005	The dba of “GoodWorks Insurance” is approved by the Massachusetts Division of Insurance for use by Noble View Insurance of Massachusetts, LLC.
October 1, 2005	Subsidiaries of Noble View, LLC are appointed by Arbella Insurance Group to sell property-casualty insurance products.
September 14, 2005	Subsidiaries of Noble View, LLC are appointed by Chubb Insurance to sell property-casualty insurance products.
September 6, 2005	Melissa Beeson-Higgins joins GoodWorks Insurance as Partner, Business Development.
July 26, 2005	Noble View Insurance of Massachusetts, LLC is licensed by the Massachusetts Division of Insurance to sell property-casualty insurance.
May 16, 2005	Noble View, LLC filed intent-to-use service mark application with the U.S. Patent and Trademark Office for <i>Purpose Beyond Profit</i> .
May 2, 2005	Noble View Insurance of Connecticut, LLC is licensed by the Connecticut Insurance Department to sell property-casualty insurance.
March 29, 2005	Noble View Insurance of Massachusetts, LLC is organized as a subsidiary of Noble View, LLC under the laws of the Commonwealth of Massachusetts.
February 23, 2005	Noble View Insurance of Connecticut, LLC is organized as a subsidiary of Noble View, LLC under the laws of the State of Connecticut.
February 17, 2005	Noble Ventures, LLC files the final patent application for the “GIFT Marketing System”.
January 27, 2005	Noble View, LLC purchases exclusive rights to utilize the “GIFT Marketing System” for insurance agency and insurance brokerage purposes from Noble Ventures, LLC.
December 31, 2004	Noble View, LLC has second closing of First Round capital raise.

December 21, 2004	Peter M. Gay joins Noble View, LLC as COO and CFO.
December 1, 2004	Joseph L. Grochmal joins Noble View, LLC as President and CEO.
November 30, 2004	Noble View, LLC has first closing of First Round capital raise.
February 17, 2004	Noble Ventures, LLC files a provisional patent application for the "GIFT Marketing System" with the U.S. Patent and Trademark Office.
February 2, 2004	Noble View, LLC is organized under the laws of the State of Connecticut.