

Mr. Bo Zhao Joins CNinsure as Head of Its Insurance Brokerage Business Unit

GUANGZHOU, China, September 1, 2010/PRNewswire-Asia-FirstCall/ -- CNinsure Inc. (Nasdaq: CISG), (the "Company" or "CNinsure"), a leading independent insurance intermediary company operating in China, today announced that Mr. Bo Zhao has joined CNinsure as head of its insurance brokerage business unit to assist the Company's effort to expand its product and service offering from retail to commercial property and casualty insurance.

With 24 years of insurance experience, Mr. Zhao is a prestigious insurance veteran, who has accumulated hands-on insurance business management and project management experience through taking charge of or participating in various key insurance projects. Prior to joining CNinsure, Mr. Zhao worked as general manager of the Property Insurance Department and the Department of Commercial Risk Insurance for Large Projects at the headquarter of PICC Property & Casualty Company Limited. Mr. Zhao holds a master degree in insurance from Nankai University.

Commenting on this event, Mr. Yinan Hu, Chairman and Chief Executive Officer of CNinsure, stated, "It is one of our established strategies to fuel the Company's long-term sustainable growth through expanding its insurance brokerage business. The appointment of Mr. Zhao marks an important step for us to implement this strategy. Mr. Zhao's extensive experience and broad business relations in commercial insurance will help CNinsure forge a world-class, unified brand and services platform for risk management and business services that provides its clients with a broader range of quality services."

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 September 1, 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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