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JPMorgan 

November 5, 2007

New ADR program and offering announcement
CNINSURE Inc. ("CNINSURE")

JPMorgan announces the launch of the CNINSURE (Nasdaq: CISG) American Depositary Receipt (ADR) program, in conjunction with the company's \$216.42 million initial public offering (which included the exercise of the underwriters' over-allotment option). CNINSURE operates an independent insurance agency and brokerage company and distributes to customers in China insurance products underwritten by domestic and foreign insurance companies operating in China.

<i>ADR effective date:</i>	November 5, 2007
<i>ADRs placed:</i>	13,526,773
<i>ADR offer price:</i>	\$16.00
<i>Total ADR offering value:</i>	\$216,428,368
<i>Exchange:</i>	Nasdaq
<i>Symbol:</i>	CISG
<i>Ratio:</i>	1 ADR: 20 ordinary shares
<i>CUSIP:</i>	18976M 10 3
<i>Share class:</i>	Ordinary shares
<i>Country of incorporation:</i>	Cayman Islands
<i>Industry:</i>	Insurance
<i>Depositary:</i>	JPMorgan Chase Bank, N.A.
<i>Custodian:</i>	Hongkong & Shanghai Banking Co. Ltd., Hong Kong

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JPMorgan's *Global ADRenalin* equity research is available through the Bloomberg Professional® service under "ADRJ". The pricing and constituent list for the S&P ADR Index, an investable ADR index developed with JPMorgan, is available at adr.com and spglobal.com. Information on JPMorgan's ADR MAX, a web and trader-enabled platform for broker-dealers and investors to execute ADR-ordinary share cross-book transactions, can be accessed at adrmax.com. Comprehensive search tools on the entire ADR universe, see adr.com/universe.

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For further information, please contact:

JPMorgan Service Center
800-990-1135

ADR Liquidity Solutions
212-552-1994

ADR Settlements
302-552-0230