

Press Releases

For Media inquiries : pr@insure.com

Quotesmith.Com Named One of Top 10 Insurance Web Sites by Personal Finance Online

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Quotesmith.com, Inc. (ticker: QUOT, exchange: NASDAQ) News Release - 4/24/2001

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DARIEN, Ill., April 24 /PRNewswire/ -- Quotesmith.com (Nasdaq: QUOT), the only place on earth where you can get instant auto, life, health, dental, disability and long-term care insurance quotes from more than 300 companies, and buy from the company of your choice, has today been named as one of the Top 10 Insurance Web sites by Personal Finance Online magazine. Quotesmith.com's inclusion in this exclusive group appears in Personal Finance's inaugural June/July, 2001 issue, on newsstands today.

"The wealth of choices has made selecting the appropriate insurance program a tough task," says Personal Finance. "It can be tricky and confusing to compare even the simplest to understand policies, such as term insurance, due to their varying cost structures and options. Quotesmith offers a range of online products covering dental, medical and annuities, and life insurance, which is its core product. Potential customers are offered quotes from 100 plus life insurance providers, as well as having access to underwriting information on each life policy that it offers. This service enables customers a broad overview of what is available in the market."

Selection as a Top-10 site by Personal Finance is just the latest in a string of recent accolades for Quotesmith.com, including being named one of the Top 50 Financial Web sites by Money magazine, "Best of the Net" by About.com's Guide to Personal Life Insurance, the #1 term life insurance site by FinanCenter.com, one of the top five life

insurance sites by Forbes magazine, and the only insurance site named as one of the top 100 sites for small business by Entrepreneur.com.

"Naturally we are extremely pleased to be named as one of the Top 10 Insurance Web sites by Personal Finance Online," commented Quotesmith.com Chairman and founder, Robert Bland. "This new publication exactly defines our marketplace, and anyone who turns there for help with their personal finances online will see that we are one of the top sites they should check out for insurance; once they do visit Quotesmith.com, we believe consumers will be impressed with the very best insurance experience, anywhere."

About Personal Finance Online

Personal Finance Online Magazine is the essential guide to Internet investing and money management. A bi-monthly newsstand publication, Personal Finance Online covers every issue of personal economics from home loans to buying stocks, from Internet banking to health insurance. Its aim is to make sense of the sometimes mystifying financial issues and jargon that surround economics. Personal Finance Online offers investors of all ages a wealth of relevant and timely information in every issue. In 1994 less than a million US households used online banking services; today over 15 million households do their banking over the Internet. It is this rapidly expanding audience that Personal Finance Online Magazine is going to. These readers are aware of the advantages the Internet brings including speed, convenience and security. Readers buy Personal Finance Online to make informed choices about how best to manage their money online. To subscribe to Personal Finance Online Magazine please call 888-881-5861.

About Quotesmith.com

Founded in 1984, Quotesmith.com owns and operates the industry's largest and most comprehensive insurance price comparison service. The Quotesmith.com Insurance Commerce Platform allows insurance shoppers to instantly view the best prices being offered by more than 300 leading companies, achieve maximum savings and have the freedom to buy from the company of their choice. Quotesmith.com also provides personalized customer service assistance and policy placement services for its customers. Quotesmith.com generates revenues from the receipt of commissions and fees paid by insurance companies. Visit Quotesmith.com at <http://www.quotesmith.com>.

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Forward-looking statements in this release including, without limitation, statements relating to the Company's plans, strategies, objectives, expectations, intentions, and adequacy of resources, are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements involve known and unknown risks, uncertainties, and other factors that may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. These factors include, among others, the following: Quotesmith.com's limited e-commerce operating history, anticipated losses, unpredictability of future revenues, potential fluctuations in quarterly operating results, seasonality, consumer trends, competition, risks of system interruption, the evolving nature of its business model, the increasingly competitive online commerce environment, dependence on continuing growth of online commerce and risks associated with capacity constraints and the management of growth and other factors described in filings of the Company with the Securities and Exchange Commission, including its Form 10-K for the year ended December 31, 2000. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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CONTACT: Will Hemsworth II, Senior Vice President of Quotesmith.com, 630-515-0170, ext. 213, or whemsworth@quotesmith.com