

# Press Releases

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## Insure.com Awarded A+ Grade from the Better Business Bureau

By [Insure.com](#) Posted on June 1, 2009

Insure.com, Inc. (ticker: NSUR, exchange: NASDAQ) News Release - 6/01/2009

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DARIEN, Illinois (June 1, 2009) – Insure.com, Inc. (Nasdaq: NSUR), the online quote service that allows you to get instant quotes from over 100 companies and gives you the freedom to buy from the company of your choice, announced today that it has been awarded a letter grade of A+, the highest possible grade available, by the Better Business Bureau (BBB) of Chicago and Northern Illinois.

I congratulate and thank the 150 insurance professionals at Insure.com who know how to put customer care into practice above all other considerations, said Robert Bland, chairman and CEO. The insurance brokerage business is sometimes complex and, because there's lots of contact with customers, there are lots of opportunities for a customer relationship to go south. So it's especially gratifying to earn a third-party report card that recognizes what we've practiced here for 25 years: All the advice we give and every action we take is for the sole benefit of the customer and, when a mistake is made, we step up to apologize without hesitation and try to solve the problem within 48 hours. We have a radical, pro-consumer culture here at Insure.com and I'm very happy for our dedicated associates who earned this grade.

Insure.com's A+ grade is available for to the public to view at the BBB Web site, [www.bbb.org/chicago](http://www.bbb.org/chicago).

The Council of Better Business Bureaus recently implemented a new rating system that replaces the satisfactory or unsatisfactory ratings previously used by BBBs nationwide. Under the new system, all accredited and non-accredited businesses in the BBB database are assigned a letter grade ranging from A+ to F. The new ratings

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system is being used by all BBBs across the United States and Canada.

BBB letter grades are calculated by computer using a proprietary ratings formula based upon 17 weighted factors. According to the BBB, the largest single factor in determining a letter grade is a company's overall complaint history with the BBB.

#### Recent Accolades for Insure.com

In April 2009, Insure.com was named by MSN Money as one of the Top 100 Most Useful Web Sites. In its December 2008 issue, Kiplinger's Personal Finance named Insure.com as a Best List Web site for the third year in a row.

#### About Insure.com

Insure.com provides a comprehensive consumer information service and companion insurance brokerage that caters to the needs of self-directed insurance shoppers. Visitors to company's flagship Web site, [www.insure.com](http://www.insure.com), are able to obtain free, instant [car insurance](#) quotes, instant [life insurance](#) quotes, home, business and [health insurance](#) quotes from leading insurers and have the freedom to buy online or by phone from any company shown. Insure.com is home to hundreds of originally authored articles on consumer insurance topics and provides free insurance decision-making tools that are not available from any other single source. Insure.com generates revenues from receipt of industry-standard commissions, including back-end bonus commissions and volume-based contingent bonus commissions that are paid by participating insurance companies. Shares of the Company's common stock trade on the Nasdaq Capital Market under the symbol NSUR. Insure.com was originally founded in 1984 as Quotesmith Corporation.

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