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Quotesmith.com Completes Sale of Common Stock to Zions Bancorporation; Elects John B. Hopkins to Board of Directors

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Quotesmith.com, Inc. (ticker: QUOT, exchange: NASDAQ) News Release - 8/17/2004

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DARIEN, Illinois (August 17, 2004) – Quotesmith.com, Inc., (Nasdaq SmallCap: QUOT), the only place on earth where you can get instant insurance quotes from over 200 leading companies and have the freedom to buy from the company of your choice, today announced that it has completed the previously-announced sale of approximately 2.4 million shares of common stock at a price of \$5.50 per share to Zions Bancorporation, raising \$13,000,000 of additional capital.

The Company also announced that the shareholders have elected John B. Hopkins to its Board of Directors, increasing the number of directors to seven. Mr. Hopkins currently serves as Vice President, Finance of Zions Bancorporation, a position he has held since 2003. From 2001 to 2003, he worked in various capacities in the finance and e-commerce groups of Zions Bancorporation, including Chief Financial Officer of the e-Commerce Unit. Prior to joining Zions Bancorporation, Mr. Hopkins served as Director of Financial Planning for Citrix Systems and Director of Strategic Planning and Acquisitions for Coltec Industries. Mr. Hopkins holds a B.S. in finance from the University of Utah and a MBA from the University of Chicago.

"I am extremely pleased to welcome J.B. Hopkins to our board," said Robert Bland, President and Chairman of the Board. "His expertise and experience with technology and financial services will be of great value to Quotesmith.com going forward. We look forward to working with him."

About Quotesmith.com

Originally founded in 1984 as Quotesmith Corporation, Quotesmith.com owns and operates a comprehensive online consumer insurance information service at www.insure.com. Visitors to the Company's Web site are able to obtain instant quotes from more than 200 leading insurers, achieve maximum savings and have the freedom to buy from any company shown. Insure.com also plays home to over 3,000 originally authored articles on various insurance topics and also provides consumer insurance decision-making tools that are not available from any other single source. Quotesmith.com also provides personalized insurance brokerage and policy placement services for its customers. Shares of Quotesmith.com trade on the Nasdaq SmallCap Market under the symbol "QUOT."

SOURCE Quotesmith.com, Inc.

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