

Press Releases

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Insure.com, Inc. Named as a Best Site for Life Insurance Quotes by Kiplinger's Personal Finance Magazine

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Insure.com, Inc. (ticker: QUOT, exchange: NASDAQ) News Release - 10/12/2006

Insure.com, Inc. Named as a "Best Site" for Life Insurance Quotes by Kiplinger's Personal Finance Magazine

DARIEN, Illinois(October 12, 2006) -- Insure.com, Inc. (Nasdaq SmallCap: QUOT) today announced that it has been named as a "best site" for life insurance quotes by *Kiplinger's Personal Finance* magazine in its November 2006 issue, which contains a first-ever special report entitled "The Best List."

As part of its story on where to find the best deals on life, health, auto, homeowners and long-term care insurance, *Kiplinger's* had this to say: "Insure.com asks all the right questions about factors that can affect your life insurance premiums, and it provides quotes from 40 companies quickly without alerting insurers who you are. A bonus: The site posts underwriting criteria for each policy, so you know what standards you'll have to meet to qualify for a particular rate."

"We are thrilled to have earned this recognition from such a respected and influential source as *Kiplinger's Personal Finance*," said Robert Bland, chairman and CEO. "At Insure.com, we are dedicated to providing a fast, simplified and money-saving experience for today's insurance shoppers. The *Kiplinger's* story on best life

insurance Web sites is appearing at a time when life insurance premiums have just fallen again to all-time lows, which is great news for people who are shopping for life insurance. At Insure.com, visitors are free to buy from any company shown and all of our life insurance quotes are backed by a \$500 Lowest Price Guarantee."

Instant insurance quotes are available online at www.insure.com.8

About Insure.com

Originally founded in 1984 as Quotesmith Corporation, Insure.com owns and operates a comprehensive consumer information service and companion insurance brokerage service that caters to the needs of self-directed insurance shoppers. Visitors to the Company's flagship Web site, www.insure.com, are able to obtain free, instant quotes from leading insurers and have the freedom to buy online or by phone from any company shown. Insure.com also plays home to over 2,000 originally authored articles on various insurance topics and also 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. We also generate advertising revenues from the sale of Web site traffic to insurance companies and various third parties. Shares of Insure.com trade on the Nasdaq Capital Market under the symbol "QUOT."

SOURCE: Insure.com, Inc.

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