

Press Releases

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Insure.com Launches Spanish-Language Website to Serve Growing U.S. Spanish-Speaking Population

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June 1, 2011 (Foster City, CA) – Insure.com has launched a Spanish-language website, Insure Latino which will allow more Americans to access news and tools about insurance products to help protect their families and assets.

As with the English-language site, visitors to Insure Latino will find an array of online resources that simplify the process of understanding, selecting and buying insurance. At the site, Spanish-speaking consumers can search and compare health, life and [car insurance quotes](#) online. All insurance rate data and advertisers from the English-language site are available on Insure Latino.

"I'm very pleased that we're able to provide our high-quality articles to our Spanish-speaking readers," said Amy Danise, Senior Managing Editor of Insure.com. "This underserved audience can now access our wide range of insurance help."

Insure Latino serves all U.S. consumers whose preferred language is Spanish, including those who are not fluent in English and may be underserved by mainstream financial media. A Prudential survey of financial decisionmakers aged 25 to 65 with a minimum household income of \$35,000 concluded that "when individuals are less fluent in English, they may be more isolated from the widespread financial advice and guidance available from media, online, public and paid professional sources."

The Spanish-language edition of Insure.com is located at www.insure.com/es.

About Insure.com

Insure.com is a comprehensive resource for insurance information for consumers, including articles, news and tools for car insurance, home, health and [life insurance quotes](#). Consumers have access to free car insurance quotes and guidance on finding the right insurance policy, saving money and solving claims problems.

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