

# Press Releases

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## Press release: Insure.com Introduces Interactive Calculator to Help Determine Individual Life Insurance Coverage Needs

By [Insure.com](http://insure.com) Posted on November 1, 2010

Foster City, CA - November 1, 2010 – Life insurance shoppers start their buying process with two crucial questions:

- What type of life insurance do I need?
- How much coverage should I buy?

A new [life insurance calculator](#) from Insure.com makes it simple for users to find quick answers to these rather complicated questions. The tool offers an individualized analysis of a person's life insurance needs.

By answering questions about family debt, college-bound children, inheritance plans and other financial obligations, users receive an analysis of whether they need term life or permanent life insurance (or both), and the amount of coverage they should buy, so they are armed with the information they need to seek [life insurance quotes](#).

Amy Danise, senior managing editor of Insure.com, said, "Our objective with this calculator is to help consumers streamline their decision-making process, so that shopping for life insurance doesn't feel time-consuming and daunting."

Insure.com's life insurance calculator factors in a variety of life situations including debts, family businesses and inheritance wishes. The interactive calculator keeps a running total of coverage amounts required, and its analysis shows how the user's answers led to the specific results. Insure.com's life insurance calculator can be

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found at </lifeinsurance/life-insurance-calculator>.

#### About Insure.com

Insure.com is a comprehensive resource for insurance information for consumers, including articles, news and tools about auto, home, health and [life insurance](#). Consumers will find guidance on finding the right insurance policy, choosing a good company, saving money and solving claims problems.

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