

Press Releases

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"Consumer-Oriented Quotesmith" Named Internet's "Number One Rating Service"

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Quotesmith.com, Inc. (ticker: QUOT, exchange: NASDAQ) News Release - 2/16/1998

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DARIEN, Illinois (February 16, 1998) – Quotesmith.com has announced that it has been named the "#1 rating service on the Internet" by FBO Newsletter, a Raleigh, North Carolina insurance industry publication.

Described as "One of the true pioneers of online quoting services," the January 9, 1998 edition of FBO went on to say, "Currently the (Quotesmith.com) site offers comprehensive quotes from more than 140 life carriers, 116 annuity companies, and 72 medical supply carriers. Consumer-oriented Quotesmith is unquestionably the number one insurance rating service on the Internet, by a very wide margin.

Commenting on this development, Quotesmith.com president and founder Robert Bland said, "FBO Editor Jim Hostetler is an experienced and astute observer of the insurance scene and we're pleased to be recognized by his prestigious newsletter in this manner. The emergence of the Internet as a medium for accurate communications is driving a revolution in the insurance markets which, in turn, is yielding an information bonanza to consumers that they've never had before with insurance. Quotesmith provides a single source of instantaneous quotes from over 300 insurance companies where consumers can instantly obtain factual premium and coverage information and request applications from the company of their choice without having to deal with any commissioned insurance salesmen."

Bland continued, "The up-to-the-day accurate quotes that we provide from over 300 leading insurance companies are not available from any other single source. Our unique insurance price comparison service is driving the industry's continuing transformation towards dealing with a more enlightened policyholder in a non-pressured

setting. We're aiming to streamline the insurance purchasing process and eliminate the confusion and uncertainty that the public associates with the purchase of insurance through face-to-face insurance salesmen."

Quotesmith.com also provides the latest A.M. Best, Duff & Phelps, Moody's, Standard & Poor's and Weiss Research, Inc. ratings on each company with each quote.

Founded in 1984, Quotesmith.com is a privately-held company which provides an instant price comparison service on term life, final expense whole life, Medicare supplement and tax-deferred annuities from over 300 leading life insurance companies. In addition to providing direct consumer access to its continually-updated insurance price comparison service on the World Wide Web, Quotesmith.com also allows consumers to request applications online from the company of their choice, without the involvement of any commissioned insurance salesmen.

For further information at FBO Newsletter, call (919) 870-8295.

Within the last four years, the Quotesmith.com insurance price comparison service has been mentioned in Money, Forbes, The Wall Street Journal, Kiplinger's Personal Finance, Good Housekeeping, Investor's Business Daily, SmartMoney, Home Office Computing, Profit, Nation's Business, Independent Business, Bottom Line, Worth, Entrepreneur, Consumers Digest, Jane Bryant Quinn's Column, Fortune and The Web.

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