

Press Releases

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Insure.com Named Among 100 Most Useful Web Sites by MSN Money

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Insure.com, Inc. (ticker: NSUR, exchange: NASDAQ) News Release - 4/21/2009

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DARIEN, Illinois (April 21, 2009) – Insure.com, Inc. (Nasdaq: NSUR) announced today that it has been named by MSN Money as one of "The 100 Most Useful Web Sites."

The list, which was published by MSN on April 20, 2009, was compiled and edited by Liz Pulliam Weston, the Web's most-read personal finance writer. Weston's award-winning columns appear every Monday and Thursday exclusively on MSN Money.

Insure.com was listed with only one other insurance-oriented Web site under the category Best Sites for Insurance. MSN Money said, "Besides offering competitive quotes on most types of insurance, Insure.com also has thoughtful, well-researched articles about insurance subjects."

Commenting on this latest accolade, Insure.com editor Amy Danise remarked, "We're absolutely thrilled that MSN Money has examined Insure.com and found us to be worthy of inclusion as one of the 100 most useful Web sites. Insurance can be confusing and daunting for consumers, so it's always gratifying when other professionals and critics recognize the depth and usefulness of our content, all of which is designed to educate the consumer and simplify the insurance shopping experience."

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 [car insurance](#) quotes, instant [life insurance](#) quotes, home, business and [health insurance](#) quotes from leading insurers and have the freedom to buy online or by phone from any company shown. Insure.com is home to hundreds of originally authored articles on consumer insurance topics and 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. Shares of the Company's common stock trade on the Nasdaq Capital Market under the symbol NSUR.

SOURCE: Insure.com, Inc.

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