

# Press Releases

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## Money Magazine Names Quotesmith.com the "Super Deal" Place To Shop Online For Insurance

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### **After "Scouring The Planet", Money Magazine Names Quotesmith.com the "Super Deal" Place To Shop Online For Insurance**

DARIEN, Illinois (June 15, 1998) -- As more and more people search for ways to get quick, unbiased and hassle-free insurance quotes on the Internet, Money magazine, in its July 1998 issue, provides key direction by naming Quotesmith.com a "Super Deal Service" and the "place to shop online for insurance."

With a paid circulation of more than 1.9 million, Money magazine, a Time Inc. publication, commands the largest paid circulation of all personal finance magazines.

"We are extremely proud to have our over 300 company instant insurance price comparison service publicly recognized by Money magazine," commented Quotesmith.com president, Robert Bland. "No doubt about it, the honor for this ranking is due entirely to the dedicated men and women at Quotesmith.com who have designed, built, and are maintaining, an outstanding insurance information database service which always reveals the best insurance deals in seconds," remarked Bland.

In compiling its background information for the July issue Money's editors proclaimed, "We searched. We

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researched. We analyzed. We called experts. We called our mothers. To find our Super Deals, the Money editorial staff spent two months scouring the planet for great products at great prices. As the "Super Deal" place to shop online for term life insurance, Money magazine concluded: "We found the best deals at Quotesmith."

On January 9, 1998 Quotesmith.com was named "unquestionably the number one rating service on the Internet, by a very wide margin" by FBO Newsletter, a Raleigh, North Carolina publication.

Quotesmith.com currently provides instant insurance quotes and comparative policy information on over 300 leading insurance companies at quotesmith.com. for several lines of insurance including: individual term life insurance, final expense whole life insurance, fixed annuities and medicare supplement insurance. Quotesmith.com intends to begin providing instant individual & family medical insurance quotes during July 1998.

Quotesmith.com has established itself as the Web's leading provider of insurance information through the advanced technology of its proprietary, continually-updated insurance pricing databases. Quotesmith.com provides a free insurance price comparison service for consumers and operates a no-frills, online insurance agency facility on the Internet which caters to the needs of self-directed individuals who prefer to make their own insurance buying decisions without the involvement of face-to-face insurance salesmen.

Founded in 1984, Quotesmith.com has established itself as the Internet's leading provider of instant insurance quotations and policy information through the advanced technology of its proprietary, continually-updated insurance pricing databases.

In addition to providing up-to-the-day accurate policy pricing and coverage information that is not available from any other single source, Quotesmith.com also provides underwriting guidelines and the latest independent ratings from A.M. Best, Duff & Phelps, Moody's, Standard & Poor's and Weiss Research, Inc. along with every quote.

Quotesmith.com provides a free insurance price comparison service for consumers and operates a no-frills, online insurance application-ordering facility on the Internet which caters to the needs of self-directed individuals and families who prefer to make their own buying decisions without the involvement of face-to-face insurance salesmen.

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

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Citations: Money magazine, July 1998, pages 71 and 97.

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