

Press Releases

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Quotesmith.com Named Best of Web for Term Life Insurance by FinanCenter.com

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Quotesmith.com, Inc. (ticker: QUOT, exchange: NASDAQ) News Release - 8/9/2000

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DARIEN, Ill., Aug. 9 /PRNewswire/ -- Quotesmith.com, (Nasdaq: QUOT), the buyer-driven insurance exchange which provides instant insurance quotes from more than 300 leading insurance companies, announced that it has been ranked the #1 term life insurance Web site by FinanCenter.com.

Quotesmith.com is the only place on earth that allows insurance shoppers to obtain instant quotes from over 300 leading insurance companies and to buy from the company of their choice. This announcement comes on the heels of being named last week as one of the top 100 insurance sites for small business by Entrepreneur.com.

"FinanCenter.com offers the most thorough and unbiased comparison of life insurance sites I've ever seen," commented Quotesmith.com Chairman and founder, Robert Bland. "We've been the industry leader in quoting term life insurance for 16 years and I've never seen such a comprehensive comparison done by anybody else. We are delighted and gratified that FinanCenter.com has found Quotesmith.com to be the very best place for consumers to find the best rates, features and services."

In developing their rankings, FinanCenter.com only considered Web sites which offered quotes using an online request form, delivered quotes within 48 hours and offered life insurance in at least 40 states. In calculating the final rankings, FinanCenter.com weighed various factors, assigning 60% weight to best rates and 20% weight each to complaints and fiscal health of the company. Quotesmith.com received a top ranking of 99 out of 100. The entire list can be viewed at FinanCenter.com: www.financenter.com/compare/insurance/termins.fcs

About Quotesmith.com

Quotesmith.com owns and operates the industry's largest and most comprehensive insurance price comparison service. The Quotesmith.com Insurance Commerce Platform allows insurance shoppers to instantly view the best prices being offered by more than 300 leading companies, achieve maximum savings and have the freedom to buy from the company of their choice. Quotesmith.com also provides personalized customer service assistance and policy placement services for its customers. Quotesmith.com generates revenues from the receipt of commissions and fees paid by insurance companies. Shares of Quotesmith.com trade on the Nasdaq Exchange under the symbol "QUOT."

About FinanCenter.com

FinanCenter.com, the number one source of interactive personal finance content, currently offers comparisons of 40 financial products and services, 133 self-help calculators, and 9 categories of educational guides to help consumers make informed decisions quickly and easily. FinanCenter.com's clients and partners include America Online, Yahoo!, USA Today, Citibank, GE Financial Services, Nasdaq, The Motley Fool, PricewaterhouseCoopers, Principal Financial Group, and many others.

FinanCenter.com's demonstration site, www.financenter.com was named the Best Calculator Site by Forbes Magazine, one of the Top 50 Web Sites by Yahoo!, Editor's Choice by Snap.com, and Cool Web Site of the Day by CNBC.

Cautions about Forward-Looking Statements

This announcement may contain forward-looking statements that involve risks, assumptions and uncertainties pursuant to the safe-harbor provisions of the Private Securities Litigation Reform Act of 1995. This announcement also contains forward-looking statements about events and circumstances that have not yet occurred and may not occur. Expressions of future goals and similar expressions including, without limitation, "may," "will," "believes," "should," "could," "hope," "expects," "expected," "does not currently expect," "anticipates," "predicts," "potential" and "forecast," reflecting something other than historical fact, are intended to identify forward-looking statements, but are not the exclusive means of identifying such statements. Investors should be aware that actual results may differ materially from the results predicted and reported results should not be considered an indication of future performance. Reported Web site activity and/or quotes are not necessarily indicative of any present or future revenue. The Company will not necessarily update the information in this press release if any forward- looking statement later turns out to be inaccurate. Potential risks and uncertainties include, among others, Quotesmith.com's limited e-commerce operating history, anticipated losses, unpredictability of future revenues, potential fluctuations in quarterly operating results, seasonality, consumer trends, competition, risks of system interruption, the evolving nature of its business model, the increasingly competitive online commerce environment, dependence on continuing growth of online commerce and risks associated with capacity constraints and the management of growth. More information about potential factors that could affect the company's financial results is included in the company's Annual Report on Form 10-K for the year ended December 31, 1999, which is on file with the United States Securities and Exchange Commission. Some insurance companies appear at Quotesmith.com for purely informational purposes only and pay no compensation to Quotesmith.com and some insurers pay commissions or fees to Quotesmith.com based upon premium volume or traffic activity produced by Quotesmith.com. Quote availability by state or any other factor is subject to change without notice.

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