

Press Releases

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Quotesmith.com Named 'Best of the Net' by About.com's Guide To Personal Life Insurance

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Quotesmith.com, Inc. (ticker: QUOT, exchange: NASDAQ) News Release - 9/18/2000

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DARIEN, Ill., Sept. 18 /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 "Best of the Net" by About.com's Guide to Personal Life Insurance.

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 pronouncement by About.com is the latest in a recent string of accolades for Quotesmith.com, including being ranked the #1 term life insurance site by FinanCenter.com, being named as one of the top five life insurance sites by Forbes magazine and being the only insurance site named as one of the top 100 sites for small business by Entrepreneur.com.

"We are extremely flattered that increasing recognition of Quotesmith.com as the very best insurance site on the Web continues to come in from myriad sources," commented Quotesmith.com Chairman and founder, Robert Bland. "We have worked diligently over the past 17 years to build the best site out there, and it is gratifying to see our efforts being recognized by so many impartial judges."

John Dreihobl, Personal Insurance Guide for About.com noted that, "I review thousands of insurance sites on a continuing basis, and only review and recommend what I consider to be the very best sites for my audience. This site delivers on its promises."

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

The Human Internet(TM)

About is the leading network of comprehensive vertical sites for users and marketers. The network includes more than 700 highly targeted environments, each overseen by a professional guide. Each vertical site provides a complete customer experience including the Internet's best link directories, original content, community features and commerce opportunities. Media Metrix (July 2000) ranks About.com as the 7th largest Web Property. More information on the company can be found on its Web site at <http://about.com>.

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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