

Press Releases

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Quotesmith.com Named 'One of the Top 50 Financial Websites' by Money Magazine

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Quotesmith.com, Inc. (ticker: QUOT, exchange: NASDAQ) News Release - 9/29/2000

Quotesmith.com Named 'One of the Top 50 Financial Websites' by Money Magazine Top-50 ranking achieved compared to 1,500+ free sites

DARIEN, Ill., Sept. 29 /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 one of the Top 50 Financial Websites by Money Magazine in its Tech 2000 issue due out in early October.

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 Money Magazine is the latest in a recent string of accolades for Quotesmith.com, including being ranked "Best of the Net" by About.com's Guide to Personal Life Insurance, 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 very excited and grateful to have been named one of the top 50 financial Websites by Money Magazine," commented Quotesmith.com Chairman and founder, Robert Bland. "Most people don't know that they can now

check the prices of hundreds of insurance companies in just a few minutes and have the freedom to buy from the company of their choice all at one Website. We're dedicated to speeding up and simplifying the entire insurance purchase process and believe that Web-based insurance is poised for wave after wave of productivity and information collection gains which will benefit insurance shoppers and insurance companies alike."

For the second year in a row, Money Magazine dispatched a team of reporters on a two-month mission to find the very best financial sites the Web has to offer. Pulling no punches in its advice on where to buy, Money Magazine proclaimed, "Once you've completed your crash course, shop for policies at www.quotesmith.com. Quotesmith searches 300 or so different companies to get you instant quotes on life, medical, dental and auto insurance. If its info isn't correct, Quotesmith will give you \$500 for your trouble."

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 guarantees and backs the accuracy of all of its quotes with a \$500 cash reward program. 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 Money Magazine

Money Magazine has been giving smart investment advice for more than 27 years and has earned the trust of more wealthy Americans than any other magazine in the personal finance category. Award-winning reporting, coupled with high-profile interviews of movers and shakers, helps savvy, affluent consumers make wise investing and spending choices. With the largest editorial staff of any personal finance publication, Money Magazine brings a unique, authoritative and innovative voice to personal finance coverage. Money Magazine, with over 7.5 million readers, is the nation's leading source for personal finance information.

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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