

Press Releases

For Media inquiries : pr@insure.com

Insure.com Named as a "Best Web Site" by Kiplinger's Personal Finance Magazine for Second Year in a Row

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Insure.com, Inc. (ticker: NSUR, exchange: NASDAQ) News Release - 10/29/2007

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DARIEN, Illinois (October 29, 2007) – Insure.com, Inc. (Nasdaq: NSUR) today announced that it has been once again named as a "Best Site" for life insurance by Kiplinger's Personal Finance magazine in its November 2007 issue, which contains, for the second year in a row, a special report entitled "The Best List."

As part of its story on 25 Web sites you'll want to bookmark," Kiplinger's stated that Insure.com offers, "accurate price quotes from up to 30 top insurers, along with detailed criteria you must meet to qualify for those rates."

"We are thrilled to have earned this prestigious recognition once again from such a respected and influential source as Kiplinger's Personal Finance," said Katherine Mazeika, editor of Insure.com. "And we especially appreciate the fact that Kiplinger's recognized that we automatically include detailed acceptance guidelines on every life insurance quote we give, which makes it easy and convenient for individuals with health histories such as heart disease, cancer and diabetes, to view the lowest possible life insurance rates being offered by the leading U.S. life insurance companies."

Mazeika continued, "The November 2007 Kiplinger's list of the best insurance Web sites is also very timely because life insurance premiums have just fallen to all-time lows, which is great news for people who are shopping for life insurance. At Insure.com, visitors can get free quotes and have the freedom to buy from any

company shown. Plus, our life insurance quotes are backed by our \$500 Lowest Price Guarantee."

Insurance quotes are available online at www.insure.com.

About Insure.com

Insure.com provides 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 instant car insurance quotes, instant life insurance quotes, home, health and business insurance quotes from leading insurers and have the freedom to buy online or by phone from any company shown. Insure.com also provides car crash ratings and insurance company financial strength ratings. The site plays home to over 2,000 originally authored articles on various insurance topics and also 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. We also generate advertising revenues from the sale of Web site traffic to various third parties. Insure.com was originally founded in 1984 as Quotesmith Corporation. Shares of the Company's common stock trade on the Nasdaq Capital Market under the symbol NSUR.

SOURCE: Insure.com, Inc.

CONTACT: Katherine Mazeika, Editor, (630)515-0170, ext. 327, kmazeika@insure.com