

Press Releases

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Quotesmith.com Named Best Life Insurance Site on the Web by Forbes.com

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Quotesmith.com, Inc. (ticker: QUOT, exchange: NASDAQ) News Release - 11/20/2002

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DARIEN, IL(November 20, 2002) – Quotesmith.com (NASDAQ: QUOT), the only place on earth where you can get instant auto, life and health insurance quotes from more than 300 companies, today announced that it has won the distinguished "Forbes Favorite" award for life insurance by Forbes.com in its Winter 2002 "Best of the Web" online edition.

Commenting on the award, Quotesmith.com founder and CEO, Robert Bland, remarked, "We're standing ten feet tall here today at having been named the best life insurance site on the Internet by Forbes.com. The credit for this tremendous achievement belongs to the dedicated men and women of Quotesmith.com who have worked tirelessly this year to bring up one significant enhancement after another so that online insurance shoppers can have a fast, easy, money-saving experience every time they visit us. Recognizing that the online insurance industry is in its infancy, we've dedicated our company to revolutionizing the way people buy insurance. It is enormously rewarding to see that our efforts were noticed by the professional editors at Forbes."

Initially launched in 1999, the Forbes.com Best of the Web continues to ".single out the cherries." Forbes' editors have combed the Web for the most useful sites for everything from asset allocation to job-hunting to pursuing a passion like woodworking. With over 3,500 sites reviewed, the Forbes.com editors rate sites according to five criteria: Content, Design, Speed, Navigation and Customization.

The following are excerpts from the Winter 2002 Best of the Web editorial review:

"Today, thanks to last year's purchase of Insure.com, the site is flush with useful features. There are some 3,000 articles. You'll also get quotes from 92 life insurers. A real stand-out feature, however, is that Quotesmith can provide competitive and customized quotes for people with specific health concerns such as diabetes, asthma, or heart disease. It also gives quotes for those involved in risky hobbies, like scuba diving and flying."

About Quotesmith.com

Founded in 1984, Quotesmith.com owns and operates two comprehensive online consumer insurance information services, www.insure.com and www.quotesmith.com. Catering to self-directed insurance shoppers, Quotesmith.com provides a comprehensive array of comparative auto, life and health quotes, combined with news, information and decision-making tools that are not available from any other single source. Visitors to the Company's Web sites are able to obtain instant quotes from more than 300 leading insurers for twelve different product lines, achieve maximum savings and have the freedom to buy from any company shown. Quotesmith.com also provides personalized insurance brokerage and policy placement services for its customers. Shares of Quotesmith.com trade on the Nasdaq SmallCap Market under the symbol "QUOT."

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. These forward-looking statements are inherently difficult to predict. Expressions of future goals and similar expressions including, without limitation, "intend," "may," "plans," "will," "believe," "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 ability to successfully launch and realize revenues from new products and services, potential business risks associated with generating revenues from the insure.com platform, 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 are included in the Company's Annual Report on Form 10-K for the year ended December 31, 2001, and the Company's Quarterly report on Form 10-Q for the quarter ended September 30, 2002, both of which are on file with the United States Securities and Exchange Commission.

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