

# Press Releases

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## Quotesmith Announces Name Change Plus Key Appointment

By [Insure.com](http://insure.com) Posted on November 25, 1998

Quotesmith.com, Inc. (ticker: QUOT, exchange: NASDAQ) News Release - 11/25/1998

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DARIEN, Illinois (November 25, 1998) -- Quotesmith Corporation, the leading provider of instant auto, life and medical insurance quotes from over 300 companies on the Internet, announced that it has changed its name to Quotesmith.com, Inc. The company also announced that Burke A. Christensen, JD, CLU, has been appointed vice president of operations.

As more and more people search for ways to get quick, unbiased and hassle-free insurance quotes on the Internet, Quotesmith.com president and founder Robert Bland remarked, "The new .com after our name reinforces and clarifies what we do and where we do it. Additionally, it's convenient for our customers to have our Internet address now contained within our corporate name."

Commenting on the new executive appointment, Mr. Bland said, "We are pleased that Burke Christensen a respected and experienced insurance lawyer, executive, author and textbook editor, has joined Quotesmith.com at this time. This strengthening of our management team will benefit our customers and shareholders alike as Burke positions Quotesmith.com, the preeminent insurance information and purchase point on the Internet, for accelerated growth and strategic alliance opportunities."

Burke A. Christensen, JD, CLU, is well known in the insurance industry as an outstanding insurance legal mind, editor, speaker and author of numerous industry publications. Prior to joining Quotesmith.com, Mr. Christensen was engaged in the practice of insurance law in Chicago and Washington, DC. In April 1995 he became a life insurance agent and was appointed vice president of A.W. Ormiston & Co., a 66-year old insurance brokerage

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agency, which specializes in providing life and health insurance to large law firms throughout the United States. From 1984 to 1995 Mr. Christensen was vice president and general counsel for the American Society of CLU and ChFC in Bryn Mawr, Pennsylvania. Burke has served on the drafting committees for the American Society's Life Insurance Illustration Questionnaire and the Policy Replacement Questionnaire. Burke is a frequent author and lecturer on insurance and estate planning. Since 1979, his column, "Law and Life Insurance," has appeared monthly in Trusts & Estates magazine. Burke was a contributing author for the 1994 edition of McGill's Life Insurance, and he has written other articles for the Journal of Insurance Regulation, Trusts & Estates, Probate & Property, and the National Law Journal. From 1985 to 1995 Burke has been the author of the American Society's column on business and professional ethics, "Strictly Speaking," which is published in the Journal of the American Society of CLU and ChFC. Mr. Christensen has a Bachelor of Science Degree from Utah State University, a Juris Doctor Degree from University of Utah College of Law and has received the Chartered Life Underwriter designation from the American College. Mr. Christensen is a member of the Pennsylvania Bar Association, the American Bar Association and admitted to practice law before the United States Supreme Court.

#### About Quotesmith.com

Quotesmith.com provides an instant insurance price comparison service which now includes instant quotes from over 300 leading insurance companies on several lines of insurance including auto, life, individual & family medical, final expense whole life, fixed annuities and medicare supplement insurance. In addition to providing up-to-the-day accurate policy pricing and coverage information that is not available from any other single source, Quotesmith.com also provides underwriting guidelines and the latest independent ratings from A.M. Best, Duff & Phelps, Moody's, Standard & Poor's and Weiss Ratings, Inc. along with every term life quote.

In January 1998 Quotesmith.com was named "unquestionably the number one rating service on the Internet, by a very wide margin" by FBO Newsletter, a Raleigh, North Carolina publication. In its July 1998 issue, Money magazine named Quotesmith.com, the Super-Deal "place to buy insurance online." Also in July 1998, SmartMoney Interactive, the online arm of SmartMoney magazine, rated Quotesmith, "The #1 site for online insurance quotes." Quotesmith.com was founded in 1984 and is privately held.

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