

# Press Releases

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## Insure.com Named as a Best List Web Site by Kiplinger's Personal Finance for Third Year in a Row

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Insure.com, Inc. (ticker: NSUR, exchange: NASDAQ) News Release - 11/06/2008

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DARIEN, Illinois (November 6, 2008) -- Insure.com, Inc. (Nasdaq: NSUR) has been recognized by Kiplinger's Personal Finance as one of the best sites for life insurance for the third year in a row. "The Best List" appears in Kiplinger's December 2008 issue.

Insure.com was noted for revealing to consumers the "detailed criteria" that one must meet in order to have a life insurance application approved at the price shown. Life insurance shoppers at Insure.com can instantly compare rates from up to 30 leading companies, but can also view the latest financial strength ratings and see the detailed health criteria needed to qualify for the rate shown, such as maximum weights, tobacco use requirements, medical condition guidelines and traffic-violation restrictions.

"We are very pleased to have again earned this prestigious recognition from Kiplinger's Personal Finance," said Robert Bland, CEO. "Life insurance premiums are now at all-time lows, but price is only part of the equation. Our life illustrations show the latest financial stability ratings for each life insurance company and, as Kiplinger's has noted, we automatically include detailed acceptance guidelines on every life insurance quote, which makes it easy and convenient for individuals with health histories such as heart disease, cancer and diabetes to view the lowest

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possible life insurance rates being offered by the leading U.S. life insurance companies."

Insure.com provides complete information for a life insurance shopper to make an informed decision and get the best value for their life insurance dollar.

#### About Insure.com

Originally founded in 1984 as Quotesmith Corporation, Insure.com owns and operates 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](http://www.insure.com), are able to obtain free, instant [car insurance](#) quotes, instant [life insurance](#) quotes, home, business and [health insurance](#) quotes from leading insurers and have the freedom to buy online or by phone from any company shown. Insure.com also 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. Shares of the Company's common stock trade on the Nasdaq Capital Market under the symbol NSUR.

SOURCE: Insure.com, Inc.

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