

## Insure.com Includes Financial Strength Ratings on All of Its Life Insurance Company Illustrations

by PR-Newswire

DARIEN, Ill., Sept. 25 /PRNewswire-FirstCall/ -- Insure.com, Inc. (Nasdaq: NSUR - News) is today reminding consumers that financial strength is the single most important factor that a consumer should consider in selecting a company from which to buy life insurance. All Insure.com life insurance illustrations now include the latest A.M. Best, Fitch, Moody's, Standard & Poor's, TheStreet.com and Weiss Ratings so that consumers can know the ratings without having to spend time or effort checking several sources. Consumers who want to view instant quotes from up to 35 leading life companies and view the latest life insurance ratings should visit <http://www.insure.com>. The Insure.com service is free and updated daily.

In recent days, the issue of life insurance company safety has become a hot topic of conversation among life insurance policyholders and shoppers.

"Now that the National Association of Insurance Commissioners (NAIC) has issued clear guidelines on the difference between an insurance holding company and the state-regulated insurance company itself, the issue of insurance company strength has suddenly become very important to consumers," remarked Amy Danise, editor of Insure.com. "We're seeing a heightened interest in visitor activity related to life insurance. Last week, insurance company rating lookups at Insure.com surged 41 percent versus the week before, which tells us that life insurance buyers have concerns and want to view this key information."

One-of-a kind information display

Insure.com has done the work for the consumer by including the latest A.M. Best, Fitch, Moody's, Standard & Poor's, TheStreet.com and Weiss Ratings as a part of every Insure.com life insurance company illustration, saving the consumer valuable time.

"Financial stability ratings have been shown as Step 1 on our life insurance illustrations for over 10 years because this information should be the first key item of consideration with any life insurance policy purchase," remarked Insure.com senior market reporter Phil Young. "This information is also very useful for current policyholders who want to check the financial health of their insurance company. We display this information in one place as a free service to our Web site visitors."

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, <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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