

Press Releases

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Quotesmith.com Ranked No. 1 by Gomez Advisors in 'Bargain Hunter' Category of Insurance Sites

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Quotesmith.com, Inc. (ticker: QUOT, exchange: NASDAQ) News Release - 11/29/1999

Quotesmith.com Ranked No. 1 by Gomez Advisors in 'Bargain Hunter' Category of Insurance Sites DARIEN, Illinois (November 29, 1999) -- Quotesmith.com, Inc. (Nasdaq: QUOT), the Internet's preeminent insurance marketplace and the only place on earth which provides instant insurance quotes from over 300 leading companies, announced that its Web site has been ranked No. 1 by Gomez Advisors in the Winter 1999 Bargain Hunter scorecard category of Internet insurance sites released today.

Gomez Advisors is a provider of e-commerce research and analysis for consumers. In the Winter 1999 scorecard, Quotesmith.com received a No. 1 ranking, up from a No. 5 ranking in the Fall 1999 review, among those insurance sites compared within the "Bargain Hunter" category. Recognizing the critical importance of quote comparisons, the Gomez Advisors Bargain Hunter category is designed to grade those insurance sites which help insurance shoppers find the best price available. To arrive at category rankings, Gomez rolls each criterion up into one of four categories, weighing individual criteria according to their importance to the category. These categories include ease of use, customer confidence, on-site resources and relationship services.

"Quotesmith.com is thrilled to be recognized as the No. 1 insurance Bargain Hunter category leader by Gomez Advisors," remarked Quotesmith.com Chairman and CEO, Robert Bland. "And we're grateful that Gomez Advisors has recognized that Quotesmith.com is the best place to find the best insurance bargains. When it comes to breadth of selection, Quotesmith.com dominates the instant insurance quote space by providing insurance

shoppers with instant quotes from over 300 different companies. We also include detailed coverage information, published underwriting guidelines, independent rating information and the freedom to buy from the company of your choice. At Quotesmith.com, we're leading the online insurance revolution by empowering consumers with an instantaneous, extraordinarily wide view of the market and by giving them total control over their insurance purchase decisions. We've pioneered and brought to market a radically better, faster and easier way for insurance shoppers to save money."

The No. 1 Gomez Advisors category ranking is one of a series of recent plaudits for Quotesmith.com. In referring to the enormous number of participating insurance companies at Quotesmith.com and the time-saving convenience of having all of this information in one place, the November 22, 1999 edition of BusinessWeek called Quotesmith.com a "top site" while the November 15, 1999 edition of U.S. News and World Report stated that Quotesmith.com ".excels at comparing prices and terms from many firms."

About Quotesmith.com

Quotesmith.com is the Internet-based insurance price comparison service that allows consumers to save money by obtaining instant, guaranteed accurate quotes from over 300 leading insurance companies.

Founded in 1984 as Quotesmith Corporation, Quotesmith.com owns and operates the largest and most comprehensive insurance price comparison service in America. In addition to providing the widest selection of instant insurance quotes available from any single source, the Quotesmith.com site also allows visitors to purchase insurance from the company of their choice. Quotesmith.com provides complete quote-to-policy-delivery customer service through the use of insurance-experienced, in-house, salaried representatives.

The Company provides up-to-the-day accurate quotes, including vital policy coverage and reference information, for several lines of insurance including auto, life, comprehensive medical, short term medical, group medical, dental, Medicare supplement, watercraft, RV and annuities. The Company's Web site allows insurance shoppers to instantly navigate the U.S. insurance market with confidence and clarity and to buy from the company of their choice.

Now available to residents of all 50 states, the Quotesmith.com insurance information service also provides useful reference tools and educational material to assist insurance shoppers. A typical Quotesmith.com quote comes complete with two full pages of policy coverage and reference information, including published underwriting guidelines, in order to take consumer education to the max. Another unique feature is that every Quotesmith.com term life quote also shows the latest independent ratings from A.M. Best, Duff & Phelps, Moody's, Standard & Poor's and Weiss Ratings, Inc.

Quotesmith.com is committed to providing the most comprehensive and useful insurance information experience on the Internet. The Company electronically collects consumer demand for coverage and rapidly communicates such demand directly with insurance companies in an efficient manner. The Quotesmith.com service empowers insurance buyers with near-perfect market information which is instant, easy to use, up-to-the-day accurate and not available from any other single source.

As detailed at www.quotesmith.com, the Company offers two unique guarantees: View the lowest term life premiums in America or receive a \$500 cash reward plus every quote is guaranteed accurate or receive a \$500 cash reward. The Company's average daily quote volume has been growing rapidly recently. During peak times the Company often processes one quote request every four seconds.

Quotesmith.com completed a \$63 million initial public offering in August 1999. The Company's shares trade on the Nasdaq Exchange under the symbol "QUOT". Intuit Inc. owns approximately 7 percent of the outstanding stock of Quotesmith.com, Inc.

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 may also contain forward-looking statements about events and circumstances that have not yet occurred and may

not occur.

Expressions of future goals and similar expressions including, without limitation, "may," "will," "believes," "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 limited e-commerce operating history, 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 is included in the company's final prospectus dated August 3, 1999, as filed with the United States Securities and Exchange Commission.

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