



InsWeb's AgentInsider(R) Lead Program Delivers Three Millionth Lead

SACRAMENTO, CA, Mar 31, 2009 (MARKET WIRE via COMTEX News Network) -- InsWeb Corporation (NASDAQ: INSW), a top-rated online insurance marketplace, today announced the distribution of its three millionth lead via its AgentInsider(R) Lead Program. Launched in September 2005, the AgentInsider network delivered its first million leads in 21 months, its second million in just ten months and its third million in less than nine months.

Kyle Hickam, an insurance agent for over seven years and a 22-year veteran of the insurance industry, received AgentInsider's three millionth lead on January 30, 2009.

"It's very exciting to receive AgentInsider's three millionth lead," said Hickam. "AgentInsider is the only online insurance lead service I use, and I've had great success with the leads I've received. In fact, the last policy I wrote from an AgentInsider auto lead also turned into life and renters policies. I plan on working with AgentInsider for a long time."

"Delivering our three millionth lead is an exciting milestone for AgentInsider," said Adam Cherubini, Senior Vice President of Client Development at InsWeb. "It demonstrates that we are continuing to deliver high-quality leads efficiently and affordably, and that our program really makes a difference for agents."

AgentInsider is designed to enable local and regional agents to leverage InsWeb's online marketing expertise and gain access to consumers shopping for their insurance at InsWeb. Designed with the local agent in mind, AgentInsider gives participants complete control over price, territory, volume, and profile of the leads they seek. More information regarding AgentInsider can be found at www.agentinsider.com.

About InsWeb

Founded in 1995 and headquartered in Sacramento, CA, InsWeb Corporation (NASDAQ: INSW) operates a top-rated online insurance marketplace. InsWeb's primary Web properties include InsWeb.com, where consumers can view independent research and quickly compare actionable insurance quotes from multiple providers, and AgentInsider.com, a leading online marketing source for insurance agents. For more information about InsWeb, visit www.insweb.com.

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