



InsWeb Launches BestInsuranceMatch.com

Site Uses New Technology to Provide a Unique Shopping Experience for Online Insurance Consumers

SACRAMENTO, CA, Jul 23, 2009 (MARKETWIRE via COMTEX News Network) -- InsWeb Corporation (NASDAQ: INSW) today announced the launch of BestInsuranceMatch.com -- the first website that allows consumers to request free car insurance quotes directly from companies they choose based not only on price, but on factors such as financial strength and local agent presence as well.

"BestInsuranceMatch.com delivers the first real innovation in insurance comparison shopping in a very long time," said Brad Cooper, Senior Vice President at InsWeb. "The site provides consumers with a quick and easy way to find insurance providers that are most likely their best fit, as well as complete control over how and by whom they're contacted."

Here's how it works: After arriving at BestInsuranceMatch.com, a consumer must first select up to three features he or she feels are most important in a good car insurance company. Options include:

- Financial strength
- Local agent presence
- Multiple product offerings
- 24-hour customer service
- 24-hour claim service
- Ability to buy online
- Ability to manage policies online
- Monthly payment options

The consumer is then asked to complete a simple questionnaire -- it takes less than ten minutes -- that requests information about vehicle(s), driver(s), and coverage needs. When completed, BestInsuranceMatch.com's proprietary algorithm considers the top-30 national car insurance companies and provides up to six "matches." These matches are the companies most likely to provide the consumer with competitive pricing as well as offer the features he or she feels are most critical.

After viewing the results, the consumer can choose to be contacted by one or all of these insurance providers by submitting a simple request form. Alternatively, the consumer can visit a company's website or contact a company's agents directly via information provided on the site.

"BestInsuranceMatch.com really zeroes in on what online insurance shoppers are looking for these days," added Cooper. "Our system finds out what's important to the consumer, looks for the best deal, and gives them options to meet their needs. It's a simple concept, but it requires a lot of new technology to make it happen."

About InsWeb

InsWeb Corporation (NASDAQ: INSW) owns and operates a network of leading insurance marketplace and education websites. Founded in 1995 and headquartered in Sacramento, California, InsWeb's primary properties include InsWeb.com, where visitors can view independent research and quickly obtain actionable insurance quotes from multiple carriers; BestInsuranceMatch.com, the only site that allows consumers to request car insurance quotes from the companies they choose based on factors such as price, financial strength and online features; AgentInsider.com, a top-rated online marketing source for insurance agents; and FreeInsuranceAdvice.com, the leading online destination for insurance advice and information. In 2008, more than 10 million consumers turned to InsWeb for answers to their insurance questions. To learn more about InsWeb Corporation, visit www.InsWeb.com.

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