



InsWeb and Allied Strategy Announce Integration Partnership

SACRAMENTO, CA, Apr 28, 2009 (MARKET WIRE via COMTEX News Network) -- InsWeb Corporation (NASDAQ: INSW), a leading online insurance marketplace, and Allied Strategy, a top comparative rating provider, announced today that they have partnered to integrate InsWeb's AgentInsider(R) Lead Program with Allied Strategy's SEMCAT platform. Independent agents that purchase their auto and home insurance leads from AgentInsider will be able to have their leads automatically populated into the SEMCAT system. SEMCAT will then assist agents in generating bindable quotes from multiple insurance companies, saving the agent a significant amount of time when compared to manually entering client information into multiple systems.

"We're always looking for solutions to help agents process their AgentInsider leads more effectively and efficiently," said Adam Cherubini, Senior Vice President of Client Development at InsWeb. "This integration will considerably reduce the lead processing and quote generation time related to our internet leads, and therefore allow our Independent Agents to make contact expeditiously with consumers shopping for auto or home insurance."

"Integrating with InsWeb's AgentInsider Lead Program means an end-to-end electronic workflow for insurance agents performing a quote," said C. Colby Thomson, CEO of Allied Strategy. "Whether the lead comes from AgentInsider, the agent's own website, management system, or even a walk-in... agents using SEMCAT can get a fast, reliable price comparison to customers without the usual redundant data entry, complication and time sink."

AgentInsider was launched by InsWeb in September of 2005 to enable local agents to leverage InsWeb's online marketing power and gain access to consumers shopping for insurance at InsWeb.com. Designed with the local agent in mind, the AgentInsider Lead Program gives each agent control over price, territory, volume, and the profile of the consumers they seek. Over three million high-quality leads have been delivered to local agents through the AgentInsider Lead Program.

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; AgentInsider.com, a top-rated online marketing source for insurance agents; and FreeInsuranceAdvice.com, the leading online destination for insurance information and advice. 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.

About Allied Strategy

SEMCAT Quoting Software is an innovation from Allied Strategy, LLC, a privately held corporation founded in 2003 to improve insurance industry workflows. SEMCAT assists agents in getting accurate rates from more than 130 carriers nationwide. For more information on SEMCAT, or to sign up for a free trial for your agency, visit www.semcat.net.

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