

# Insure.com, Inc. Inks Sponsorship Deal with Rush Limbaugh

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DARIEN, Ill., Jan. 10 /PRNewswire-FirstCall/ -- Insure.com, Inc. ([NASDAQ:NSUR](#)) today announced that it signed a new sponsorship agreement with Rush Limbaugh, the nation's #1 rated talk radio host. Limbaugh will voice Insure.com radio spots on his nationally syndicated talk radio show.

Limbaugh, who has been broadcasting on network radio for 18 years, has built and now maintains the largest long form program in the history of network radio. Third party rating firms place his average quarter hour adult audience at 4 million, which is solidly in the #1 position of all talk radio shows. His daily talk show is heard on nearly 600 radio stations including every major market and reaches 20 million Americans per week.

"Insure.com is thrilled to have signed Rush Limbaugh to help us with our 2007 branding plans," said Robert Bland, chairman and CEO. "Rush's adult audience is highly educated, diverse and involved. They are exactly the kind of people who are likely to buy insurance on a self-directed basis. Rush's unique and proven ability to resonate with and motivate this huge audience makes us even more excited about 2007 today than we were yesterday."

Commenting on the sponsorship deal, Rush Limbaugh remarked, "I welcome Insure.com's partnership with this program and its vast audience across America."

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 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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