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QUOTESMITH COM INC
Form 8-K
October 16, 2006

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UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported)
October 16, 2006

INSURE.COM, INC

(Exact name of registrant as specified in its charter)

Delaware	0-26781	36-3299423
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(State or other jurisdiction of incorporation)	(Commission File Number)	(I.R.S. Employer Identification No.)

8205 South Cass Ave., Darien, IL	60561
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(Address of principal executive offices)	(Zip Code)

Registrant's telephone number, including area code 630-515-0170

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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ITEM 7.01 REGULATION FD DISCLOSURE

On October 16, 2006, Insure.com, Inc. announced it had named a new vice president and Chief Information Officer. The press release making that announcement is attached hereto as Exhibit 99.1 and is incorporated herein by reference. This information is being furnished under Item 7.01 (Regulation FD

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Disclosure) of Form 8-K.

SECTION 9.01 FINANCIAL EXHIBITS AND EXHIBITS

ITEM 9.01(d) EXHIBITS

Exhibit Number	Description
99.1	Press Release dated October 16, 2006, announcing the appointment of a new vice president and Chief Information Officer

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: October 16, 2006

By: /s/ PHILLIP A. PERILLO

Phillip A. Perillo
Senior Vice President and
Chief Financial Officer