



September 20, 2011

QuinStreet Profiles Award-Winning Websites Insure.com and MoneyRates.com

QuinStreet, Inc. details content and tool strategies resulting in WebAward wins for two of its financial services websites, Insure.com and MoneyRates.com.

FOSTER CITY, Calif., September 20, 2011 (PRWeb) -- QuinStreet, Inc. (NASDAQ: QNST), the leader in vertical marketing and media online, today revealed the details of strategies that led to WebAward wins for Insure.com and MoneyRates.com, two websites in the company's financial services media portfolio. The websites were judged in the recent Web Marketing Association's WebAward competition for their content, writing, design, innovation, technology, ease of use and interactivity. Insure.com was awarded an "Outstanding Website" rating. MoneyRates.com received a "Financial Services Standard of Excellence" award.

"We are very honored to be recognized as being among the best websites in these categories, not just for our outstanding content, but also for our sites' designs, technology and ease of use," said Genia Jacques, senior director of financial services at QuinStreet, Inc. "Insure.com and MoneyRates.com provide award-winning online experiences for individuals considering insurance, banking and credit card products and reflect QuinStreet's commitment to providing comprehensive online resources for consumers."

Insure.com offers consumers authoritative, informative and engaging articles on auto, life, health and home insurance. Innovative decision-making tools aid consumers in determining the type and level of insurance coverage required. WebAward judges noted the "deep resources and ease of access" Insure.com provides to consumers, and praised the site for its comprehensive coverage of insurance topics, and "useful tools." Among its most notable resources, Insure.com provides a [car insurance comparison](#) tool, which allows visitors to compare new car models, and an annual review of [car insurance rates](#) by state, giving readers insight into the most and least expensive places to buy auto insurance.

Led by Editorial Director Amy Danise, Insure.com is regularly featured in national media including The Wall Street Journal, USA Today, The Chicago Tribune, SmartMoney, AARP and Kiplinger.

MoneyRates.com finds the best rates available for CDs, savings and money market accounts, and provides consumers with advice, news and articles on personal finance matters and investment. MoneyRates.com columnist and site spokesperson, Richard Barrington, CFA and personal finance expert, contributes a weekly blog and answers readers' finance and investment questions. Together with Barrington, MoneyRates.com produces a quarterly ranking of "[America's Best Rates](#)," listing the top 10 best savings accounts for the quarter, and popular annual features such as the "Best and Worst States for Retirement" and the "[Best and Worst States for Making a Living](#)."

MoneyRates.com is regularly referenced by leading media outlets including The Wall Street Journal, The New York Times, Barron's, USA Today, SmartMoney and U.S. News & World Report as a valuable resource for individual investors and consumers.

About QuinStreet, Insure.com and MoneyRates.com

Insure.com and MoneyRates.com are owned and operated by QuinStreet, Inc. (NASDAQ: QNST), one of the largest Internet marketing and media companies in the world. QuinStreet is committed to providing consumers and businesses with the information they need to research, find and select the products, services and brands that meet their needs. The company is a leader in visitor-friendly marketing practices. For more information, please visit [QuinStreet.com](#).

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