



FOR IMMEDIATE RELEASE

ValChoice Announces the First Insurance Company Ranking Service for Consumers; Offers Free Reports to Every American

- *Described by Forbes as “Carfax for Insurance”*
- *Ratings based on detailed analysis of more than 1.5 million data points*
- *Enables consumers to know – for the first time – which insurance companies offer the best value: price, protection and service*
- *Provides tools for insurance agents and financial advisors to guide clients based on their needs*

BEDFORD, NH – December 3, 2015 – ValChoice®, the only analytics company for consumers of insurance, today announced the launch of the industry’s first insurance ranking service, along with the immediate availability of free reports for every American. The ValChoice service enables consumers to know, for the first time, which insurance companies are good and offer the best value – as measured by price, protection and service quality -- and which companies will likely not protect them when they need it the most. Knowing this information before an accident occurs could save consumers their homes, retirement savings, lost wages and more. See [this video link](#) for a quick overview.

The first insurance rankings to be offered by ValChoice will be for auto insurance companies, with plans to also offer home insurance rankings in the future. Timed with this launch, ValChoice is offering free reports to every single American, which are available at www.valchoice.com.

“I founded ValChoice because of my own personal experience after being hit by a car on my way to work. When my insurance company refused to pay my medical bills, I pledged to do something about this far too common problem so that no other American had to suffer at the hands of insurance companies,” said Dan Karr, Founder and CEO of ValChoice. “Until now, no independent insurance ranking service existed and consumers had nowhere to turn for much-needed transparency into an industry that spends more than \$5 billion on advertising every year. For the first time with ValChoice, consumers can get the information they need to make informed insurance purchases, something I wish I had before my accident.”

Refer to [this link](#) for a list of quotes from leaders and executives supporting ValChoice.

About the ValChoice Service

ValChoice analyzes over 1.5 million financial metrics and data points on auto and home insurance companies and summarizes this information into an easy-to-understand analysis of price, protection and service for every insurance company. Value calculations include financial

analysis and customer service. Data sources include financial data from regulatory filings and complaint data from insurance commissioners.

ValChoice has been increasingly recognized for providing much needed innovation in the insurance industry. Just last month, ValChoice won the prestigious [Social Venture Innovation Challenge](#) presented at the University of New Hampshire for the company's efforts to bring transparency to the insurance industry and drive social reform that benefits every American, in particular low income families.

About ValChoice

ValChoice® is the only company to provide consumers, agents and advisors with information on which home and auto insurance companies offer the best value: price, protection and service. The company's advanced analytics platform collects and analyzes over 1.5 million financial and complaint data points and delivers the results in an easy-to-use service that Forbes Magazine describe as "Carfax for insurance." Using ValChoice, consumers are finally able to shop for insurance based on value rather than making decisions blindly based on price or advertising campaigns.

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