



**FOR IMMEDIATE RELEASE**

**ValChoice Wins \$60K NH Start-up Challenge;  
Forbes Calls the Company “Carfax for Insurance”**

*Competition Run by MYPN and Sponsored by Dyn, Business NH Magazine,  
Alpha Loft, Eastern Bank, People’s United Bank and Many More NH Leaders*

**BEDFORD, NH – May 12, 2016 – ValChoice®**, the first analytics company for consumers of insurance, today announced that it has won the NH Start-up Challenge totaling more than \$60K in winnings that will be used to grow ValChoice into one of NH’s most successful multi-million dollar companies. 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.

“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.”

The ValChoice service is available today at [www.valchoice.com](http://www.valchoice.com) for auto insurance companies, and the company plans to also offer home insurance rankings in the future. Consumers can find out for free how their current insurance company performs, or they can pay a minimal fee to get detailed information on that insurance company or to find out names of some of the best insurance companies in their state.

The Start-up Challenge consisted of 4 rounds of competition and the winner was crowned last night at a formal ceremony held at Saint Anselm’s College. For more information on the competition, [click here](#).

**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 analytics platform collects and analyzes millions of 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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