



FOR IMMEDIATE RELEASE

**Microsoft Awards ValChoice \$120K to Advance the Industry's
First Insurance Rating Service for Consumers**

Described by Forbes as "CarFax for Insurance," ValChoice has won Nearly a Quarter-Million Dollars in Startup Competitions in the Last Six Months

BEDFORD, NH – June 27, 2016 – [ValChoice®](#), the first analytics company that lets consumers of insurance know which companies offer the best price, protection (claims payment) and service, today announced that it has received a \$120,000 [Microsoft BizSpark Plus Award](#) as part of a global program to help start-ups succeed by giving free access to Microsoft Azure cloud services, software and support. This award comes on the heels of ValChoice also winning several [start-up awards](#), bringing the company's winnings to nearly one quarter of a million dollars in the last six months. [Click here for an infographic showing these awards.](#)

"ValChoice was a clear choice for the Microsoft BizSpark Plus award because of the unique technology platform the company has developed to bring industry-first transparency to the insurance industry," said Joshua Drew, Sr. Technical Evangelist at Microsoft. "We look forward to working closely with the Dan and his team to further their goal of becoming a mainstream insurance rating service that every American uses whether they're buying insurance for the first time or have had the same insurance company for years."

"Having Microsoft support the ValChoice cause to help every consumer of insurance in America is significant," said Dan Karr, CEO of ValChoice. "Because there is no service today that measures the real value or quality of insurance, Americans don't find out until it's too late that their insurance won't provide the protection they deserve - and expected. Not having this information could cost an average person their home, retirement savings, college funds for kids and more. With ValChoice, consumers are finally in the drivers seat and can make sure they have the best value, as measured by price, protection (claims payment) and service."

Mark Kaplan, CEO of Alpha Loft, which included ValChoice as a member of its Accelerate NH start-Up accelerator program, also commented on the company. "Like Microsoft, we chose ValChoice to be in the 2016 class of Accelerate NH because we saw both an exceptional need for the information ValChoice delivers and believed Dan and the ValChoice team could, with our programs assistance, execute on its business plan."

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. See [this video link](#) for a quick overview.

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