

# BeatThatQuote.com to power MSN insurance service

Submitted by: Gong Communications

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8th July 2008, London: Price comparison web site BeatThatQuote.com today announces a new partnership deal with MSN to provide online users with access to BeatThatQuote.com's insurance services.

BeatThatQuote.com's services will be integrated with MSN's website to provide visitors with a seamless user experience. The partnership will allow BeatThatQuote.com's insurance panel partners to communicate with a Microsoft Advertising network that reaches 70% of the UK online population.

The new service goes live today and will include Car, Home, Life, Medical, Travel, Pet, Income Protection, Motorbike and Breakdown Insurance.

James Curran, White Label Partnerships Manager at BeatThatQuote.com, said: "MSN's decision to work with BeatThatQuote.com is testament to our industry-leading expertise when it comes to delivering a great customer experience that monetises web site traffic most effectively. We have the best technology in the industry, the strongest management information and the most effective integration, so our insurance services for MSN will be a seamless extension of its other services."

Phil Coxon, Head of Partnerships at Microsoft Advertising, said: "BeatThatQuote.com has a wide range of insurance products online and uses the latest technologies to calculate quotes for online customers quickly. The partnership will provide our users with even more choice and help them make much better informed decisions. We are particularly impressed with BeatThatQuote.com's collaborative approach to the partnership and hope to further integrate their offering into MSN to provide a seamless experience for our users."

The MSN win is the latest in a series of competitive white label deal wins for BeatThatQuote.com following on from Interactive Investor, Moneyfacts, Thompson Directories, Propertyfinder and Energyhelpline who have all recently signed up to offer BeatThatQuote.com powered personal finance products on their web sites under their own brands.

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Notes to Editors

About BeatThatQuote.com

BeatThatQuote.com is a price comparison web site that helps people find the very best deals on a range of financial products and services that includes mortgages, credit cards, loans, home and car insurance, annuities and investments.

BeatThatQuote.com is an independent company owned by the people who work there. In April 2008 it was voted number one in the 'Start-Ups Top 100' new companies. In 2006 it won the Growing Business Awards 'Young Company of the Year' award as well as being the NatWest Startups 'Business of the Year' and 'Online Business of the Year' winner. BeatThatQuote.com also reached the national finals in the Orange National Business Awards, and the HSBC Start-Up Stars awards.

Independent net ratings agency Nielsen Online announced in February 2008, that BeatThatQuote.com was the UK's fastest growing web site in 2007, beating Facebook into second place. In January 2008 Comscore noted BeatThatQuote as one of the UK's top 100 most visited web sites.

#### About Microsoft Advertising

Microsoft Advertising provides world-class advertising tools and solutions for digital advertisers and publishers to drive brand and consumer engagement. The portfolio includes all our digital advertising businesses: our global media network that includes MSN, Windows Live, Microsoft Office Live, Xbox, Microsoft Live Search, Facebook and more, and our global technology platforms and tools that include Atlas, AdECN Inc., Microsoft adCenter, DRIVEpm, Massive Inc. and ScreenTonic, which together create engaging digital advertising experiences for their consumers. Microsoft Advertising helps make buying and selling media simple, smart and more cost-effective across media and devices in the Microsoft network of properties and beyond, which spans 42 markets globally and 21 languages. Visit <http://advertising.microsoft.com> for more information.

#### About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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