

INSURE.COM, INC  
Form 8-K  
October 31, 2007

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 OR 15(d) of the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported)  
**October 31, 2007**

**Insure.com, Inc.**  
(Exact name of registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction  
of incorporation)

**0-26781**  
(Commission  
File Number)

**36-3299423**  
(I.R.S. Employer  
Identification No.)

**8205 South Cass Ave., Darien, IL**  
(Address of principal executive offices)

**60561**  
(Zip Code)

Registrant's telephone number, including area code **630-515-0170**

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13a-4(c))
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**Item 2.02 and 7.01 Results of Operation and Financial Condition and Regulation FD Disclosure**

On October 31, 2007, Insure.com, Inc. announced its earnings for the quarter and nine-month period ended September 30, 2007. The press release making that announcement is attached hereto as Exhibit 99.1 and is incorporated herein by reference. This information is being furnished under both Item 2.02 (Results of Operations and Financial Condition) and Item 7.01 (Regulation FD Disclosure) of Form 8-K.

**Section 9.01 Financial Exhibits and Exhibits**

**Item 9.01(d) Exhibits**

Exhibit Number	Description
99.1	Press Release dated October 31, 2007, announcing the earnings of Insure.com, Inc. for the quarter and nine-month period ended September 30, 2007.

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**Signature**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: October 31, 2007

By: /s/ PHILLIP A. PERILLO  
Phillip A. Perillo  
Senior Vice President and Chief Financial Officer

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