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

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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) January 31, 2007

INSURE.COM, INC.

(Exact name of registrant as specified in its charter)

Delaware	0-26781	36-3299423
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(State or other jurisdiction of incorporation)	(Commission File Number)	(I.R.S. Employer Identification No.)

8205 South Cass Ave., Darien, IL	60561
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(Address of principal executive offices)	(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 January 31, 2007, Insure.com, Inc. announced its earnings for the quarter and year ended December 31, 2006. 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

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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 January 31, 2007, announcing the earnings of Insure.com, Inc. for the quarter and year ended December 31, 2006.

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: January 31, 2007

By: /s/ PHILLIP A. PERILLO

Phillip A. Perillo
Senior Vice President and
Chief Financial Officer