



FOR IMMEDIATE RELEASE

Cincinnati Winner of TripInsurance.com's Second "Conquer the World" Sweepstakes Sends Mom In Search of Family History

Winner of Second "Conquer the World" Sweepstakes to Use \$5,000 Cash Prize for Dream Trip for Mom and Second Honeymoon for Her and Her Husband

CINCINNATI (September 13, 2012) – TripInsurance.com (www.TripInsurance.com), the most trusted online resource to help travelers find the trip coverage they need, today announced that Lee Lally of Cincinnati is the winner of the second "Conquer the World" sweepstakes. Ms. Lally was chosen from thousands of Facebook fans and Twitter followers seeking a chance to win a \$5,000 cash prize for a dream vacation trip. Lally plans to use the cash prize to help pay for a trip for her mother to the Netherlands and for a second vacation for herself and her husband. Ms. Lally and her husband plan to drive to Clifty Falls State Park in Indiana where they spent their honeymoon 18 years ago. Lally also plans to use some of the money to send her mother on a long-planned trip to the Netherlands to visit the family that saved Lally's grandparents from the Nazi concentration camps. Lally's mother had planned to visit the descendants of the Dutch family that hid her parents, but illness forestalled the trip.

"It always feels good to have someone deserving win our Conquer the World contest," said Dan Skilken, founder and CEO of TripInsurance.com. "We deliberately decided to offer a cash prize because it provides maximum flexibility for the winner as to where they want to go or what they want to do with their winnings. We are so pleased that Lee won the contest, and that she is able to use the money for herself and for her mother – she essentially gets two trips from the same prize."

The winner of the "Conquer the World" sweepstakes \$5,000 cash prize is drawn at random. TripInsurance.com also will be giving away 50 second prize ultimate travel duffels made of water resistant heavy-duty "ballistic" nylon, valued at \$50 each.

The next TripInsurance.com "Conquer the World" sweepstakes is schedule to start in October. There is no purchase necessary to enter the "Conquer the World" sweepstakes. Participants simply enter the promotion online from Facebook, Twitter, or TripInsurance.com by clicking on the sweepstakes tab and accepting the Sweepstakes Application. For more chances to win, participants will receive an additional entry for every friend who enters on Facebook from an invitation to participate, and for every Twitter follower who enters through a link in their twitter feed. To be eligible, participants must be 18 years of age or older and legal residents or citizens of the United States.

For more information about TripInsurance.com and the "#ConquertheWorld" sweepstakes, visit www.tripinsurance.com, <http://www.facebook.com/TripInsurance.com>.

About TripInsurance.com

TripInsurance.com is the online resource for comprehensive and affordable travel insurance. Most travelers really don't understand the details and benefits of travel insurance, and buy based on recommendations from a travel agent or a third party. TripInsurance.com simplifies buying travel insurance by providing comparison-shopping online for the best coverage at the lowest prices. TripInsurance.com is committed to making insurance terms easy to understand, providing the best available coverage categorized by customers' specific needs, and allowing travelers to buy direct from leading underwriters to achieve savings of 40% or more. The company is fully licensed for Property and Casualty, Life, and Accident and Health insurance in all 50 states, and the staff are fully trained and licensed insurance professionals.

For more information, visit www.tripinsurance.com.

Contact:

Dan Skilken
TripInsurance.com
(408) 337-2345
info@tripinsurance.com

Tom Woolf
Gumas Advertising
(415) 621-7575
twoolf@gumas.com