

INSURE.COM, INC
Form 8-K
July 15, 2008

**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)
July 15, 2008

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 240.13e-4(c))

Item 7.01 Regulation FD Disclosure

On July 15, 2008, Insure.com, Inc. announced it had named a new IT Director, a new Assistant IT Director and a new Editor, and announced the departures of the former Chief Information Officer and Editor. 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 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 July 15, 2008, announcing certain management changes

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: July 15, 2008

By: /s/ PHILLIP A. PERILLO

Phillip A. Perillo
Senior Vice President and Chief Financial Officer