

EXHIBIT A



UNITED STATES | ENGLAND | GERMANY | CHINA

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Via E-mail and First Class Mail

Ryan L. Isenberg, Esq.
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Re: NetQuote, Inc. v. Brandon Byrd, et al.

Dear Ryan:

As you know, at the deposition of MostChoice earlier this month, MostChoice admitted that it continues to market to the NetQuote insurance agent customers whose identities it discovered through its false insurance quotation requests to the www.netquote.com and www.localinsurance.com websites. NetQuote requests that MostChoice immediately cease and desist from marketing to these insurance agents, via mass or targeted e-mail solicitation, telephone calls, or otherwise. MostChoice's continuing marketing activities are causing additional harm to NetQuote.

Best regards,

Daniel D. Williams