

W, the women's show Gives Expert Advice on Choosing the Right Insurance Policy

Deerfield Beach, FL (May 7, 2008) — The insurance market is always changing, and so are the rates. While it may seem easier to continue with existing policies, the truth is that consumers may be able to save substantially on their insurance costs by comparison shopping. To help viewers learn how they can quickly and easily shop for quotes at several insurance companies online, W, the women's show invited insurance expert Craig Lozofsky of Answer Financial to be a featured guest on an upcoming episode. The show will air on May 9th at 7:30 on the WE network and on May 18th at 7:30 on Oxygen.

“For those who haven't studied and compared insurance policies, the concept of comparison shopping may seem daunting,” says Caroline Pace, W's Executive Director of Programming. “We'll give viewers great resources, such as insurance websites that offer one central place to go and check customized quotes from a variety of insurance providers.”

W, the women's show is a fast-paced half-hour show that transports women to the "non-fluff" zone, offering in-depth, relevant and inspiring one-on-one interviews and stories that highlight the triumphs and challenges that women face. Each episode offers viewers helpful ideas and timely information that make their lives easier and more enriched.

Quorum Productions, a wholly-owned subsidiary of O2 Media Inc., is a Florida-based production company that is nationally renowned for creating award-winning educational programming. Their shows are geared towards disseminating innovative ideas and practical solutions to everyday challenges. Guests on Quorum Productions' shows have included experts from AARP, Upromise Inc., P&G, Merck, TIAA-CREF, and many others.

For additional information about W, the women's show and how your company can be selected as a guest, please contact Caroline Pace, Executive Director of Programming, at carolinep@quorumproductions.tv or call 954-571-5221 ext 107.