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FOR IMMEDIATE RELEASE

ADIRONDACK BANK SELECTS INSURITAS TO PROVIDE TURNKEY INSURANCE AGENCY SOLUTION

– Insuritas Enables Bank to
Own a Complete Insurance Agency Solution –

East Granby, CT March 31, 2009 – Insuritas, the nation’s leading provider of turnkey insurance agencies, today announced that it has been selected to provide New York based Adirondack Bank with its turnkey insurance agency solution.

Through this cost-effective solution, Insuritas enables banks to own a complete insurance agency without the significant capital investments required to build or buy an agency. Financial institutions leverage Insuritas’ proven, end-to-end insurance agency solution, featuring a comprehensive offering of all major insurance products including the high-demand personal and commercial lines insurance that are used by 100% of the bank’s customers. This turnkey insurance distribution solution includes sales professionals and successful sales strategies, ongoing access to insurance industry experts, and complete back-office services including billing and claims processing.

According to Rocco Arcuri, Executive Vice President at Adirondack Bank, “We were strategically committed to providing our customers with a full-service insurance agency where we wanted to own the agency and the entire book of business. The Insuritas solution enables us to accomplish both of these objectives without the traditional costs and without the operational risks of building or buying. Leading insurance carriers will provide the insurance products and assume the underwriting risk and full responsibility for the policy benefits. Insuritas’ insurance professionals, who will staff ‘Adirondack Insurance Services, Inc.,’ will facilitate the entire sales process directly with our customers; and we own the entire book of business, including our customer relationships, the policies sold and ongoing renewals.”

Jeffrey Chesky, president & CEO of Insuritas, said, “Our insurance agency solution will provide Adirondack Bank a competitive position and deepen its customer relationships with insurance products that feature the best combination of price, convenience and selection as well as enhance the Banks non-interest income. Adirondack Bank’s decision to partner with Insuritas will maximize its operating flexibility, enable its internal resources to remain exclusively focused on its core competencies, and expedite its speed-to-market with competitive insurance products. Our turnkey insurance agency solution will be fully operational at Adirondack Bank in a matter of months.”

About Insuritas

Insuritas enables financial service providers to own a complete insurance agency solution without the significant capital investments required to build or buy an agency, or the inherent operational risks. Through a cost-effective outsourcing service, financial institutions leverage Insuritas’ proven, end-to-end insurance agency solution. Insuritas is located in East Granby, CT. Additional information is available at www.insuritas.com.

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