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**CENTRAL STAR CREDIT UNION SELECTS INSURITAS TO PROVIDE TURNKEY
INSURANCE AGENCY FOR ITS CUSO CENTRAL STAR FINANCIAL SOLUTIONS LLC TO
LEVERAGE FEE INCOME GROWTH**

– Insuritas Partnership Enables Credit Union to Own a Complete Insurance Agency Solution –

East Windsor, CT February 1, 2011– Insuritas, the nation's leading provider of outsourced insurance agencies, today announced they have been selected to provide Kansas based Central Star Credit Union with its turnkey outsourced insurance agency solution.

Through this cost-effective outsourcing service, Insuritas enables credit unions and 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 or credit union's customers. This turnkey insurance distribution solution includes sales professionals, successful sales strategies, ongoing access to insurance industry experts, complete back-office services including billing and claims processing, and a complete private labeled insurance agency web portal.

According to Lee Williams, CEO of Central Star Credit Union, "We were strategically committed to providing our members with a full-service insurance agency where we wanted to own the agency and the policies. With our CUSO and Insuritas outsourcing solution enables us to accomplish both of these objectives without the traditional costs and operational risks of building or buying an agency. Leading insurance carriers will provide the insurance products and assume the underwriting risk and responsibility for the policy benefits. Insuritas' insurance professionals, who will staff our Insurance Agency, will facilitate the entire sales process directly with our members; and we own the entire book of business, including our member relationships, the policies sold and ongoing renewals."

Jeffrey Chesky, president & CEO of Insuritas, said, "We are delighted to be expanding our agency solution in Kansas. Our partnership will enhance Central Star Credit Union's fee income, competitive position and deepen its member relationships with insurance products that feature the best combination of price, convenience and selection. Central Star Credit Union'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 outsourced insurance agency solution will be fully operational at Central Star Credit Union in a matter of months."

About Central Star Credit Union

Founded over 69 years ago to service employees of the aviation industry, Central Credit Union is a member-owned, not-for-profit financial cooperative with a full range of deposit, lending and other financial services. Central Star is headquartered in Wichita, Kansas. 24-hour online banking services are available at www.centralstar.org.

About Insuritas

Insuritas enables banks and credit unions 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 Windsor CT. Additional information is available at www.insuritas.com.

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