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## **FOR IMMEDIATE RELEASE**

### **FARMERS NATIONAL BANK OF CANFIELD SELECTS INSURITAS TO PROVIDE TURNKEY INSURANCE AGENCY SOLUTION**

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

East Windsor, CT February 2, 2010– Insuritas, the nation's leading provider of outsourced insurance agencies, today announced they have been selected to provide Ohio-based Farmers National Bank of Canfield with its turnkey, outsourced insurance agency solution.

Through its cost-effective outsourcing service, Insuritas enables financial institutions to own a complete insurance agency without the significant capital investment 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, complete back-office services including billing and claims processing and a private labeled insurance agency web portal.

According to John Gulas, COO of Farmers National Bank of Canfield, "We are strategically committed to providing our customers with a full-service insurance agency where we own and operate the agency under our new insurance division, Farmers National Insurance."

Jeffrey Chesky, president & CEO of Insuritas, said, "Our insurance agency outsourcing solution will enhance Farmers National Bank of Canfield's fee income, competitive position and deepen its customer relationships with insurance products that feature the best combination of price, convenience, and selection. The Bank's decision to partner with Insuritas to establish Farmers National Insurance 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 in a matter of months."

#### **About Insuritas**

Insuritas enables banks and credit unions to own a complete insurance agency solution without the significant capital investment 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](http://www.insuritas.com).