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FOR IMMEDIATE RELEASE

FREEDOM FEDERAL CREDIT UNION SELECTS INSURITAS TO PROVIDE TURNKEY INSURANCE AGENCY SOLUTION FOR ITS MEMBERSHIP BASE

– Insuritas Outsourcing Service Enables Freedom Federal Credit Union to Own a Complete Insurance Agency Solution –

East Windsor, CT May 12, 2010– Insuritas, the nation’s leading provider of outsourced insurance agencies, today announced that it has been selected to provide Massachusetts based Freedom Federal Credit Union with its turnkey outsourced insurance agency solution to support branch offices in Springfield, Chicopee, Feeding Hills, North Hampton, Turner falls and Greenfield MA.

Through this cost-effective outsourcing service, Insuritas enables banks and credit unions 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 and successful sales strategies, ongoing access to insurance industry experts, and complete back-office services including billing and claims processing.

According to Barry Crosby, CEO of Freedom Federal 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 entire book of business. The Insuritas outsourcing 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 our agency, United Diamond Insurance LLC, 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, “Our insurance agency outsourcing solution will enhance Freedom Federal 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. Freedom Federal 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 in a matter of months.”

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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