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## **KELLOGG COMMUNITY FEDERAL CREDIT UNION SELECTS INSURITAS TO PROVIDE TURNKEY INSURANCE AGENCY TO LEVERAGE FEE INCOME GROWTH**

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

East Windsor, CT June 22, 2011 – Insuritas, the nation's leading provider of outsourced insurance agencies, today announced they have been selected to provide Michigan-based Kellogg Community Federal Credit Union with its turnkey outsourced insurance agency solution.

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, 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 Tracy Miller, CEO of Kellogg Community Federal Credit Union, "We were committed to finding the right partner to help us provide our members with a full-service insurance agency where we actually owned the agency and the policies. The 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 Michigan. Our partnership will enhance Kellogg Community Federal Credit Union's fee income and competitive position, and deepen its member relationships with insurance products that feature the best combination of price, convenience, and selection. Kellogg Community 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 at Kellogg Community Federal Credit Union in a matter of months."

### **About Kellogg Community Federal Credit Union**

Founded in 1941, Kellogg Community Federal Credit Union is a member-owned, not-for-profit financial cooperative with a full range of deposit, lending, and other financial services. Headquartered in Battle Creek, Michigan, KCFCU is proud to claim more than 30,000 members and over \$370 million in assets. KCFCU has eight full-service branch locations with ATM services at all branch locations. 24-hour online banking services are available at [www.kelloggfcu.org](http://www.kelloggfcu.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 associated with a start-up agency. 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).

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