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## **FOR IMMEDIATE RELEASE**

### **MASCOMA SAVINGS BANK SELECTS INSURITAS TO PROVIDE TURNKEY INSURANCE AGENCY SOLUTION**

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

East Granby, CT August 12, 2008 – Insuritas, the nation’s leading provider of outsourced insurance agencies, today announced that has been selected to provide New Hampshire based Mascoma Savings Bank 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 and successful sales strategies, ongoing access to insurance industry experts, and complete back-office services including billing and claims processing.

According to Ken Wells, Vice President of Mascoma Savings 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 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 ‘Mascoma Insurance Agency,’ 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 outsourcing solution will enhance Mascoma Savings Bank’s fee income, competitive position and deepen its customer relationships with insurance products that feature the best combination of price, convenience and selection. Mascoma’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 Mascoma 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 Granby CT. Additional information is available at [www.insuritas.com](http://www.insuritas.com).

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