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FOR IMMEDIATE RELEASE

UNITED FEDERAL'S INSURANCE AGENCY LAUNCHES IN 8 STATES.

Largest Multi-State Agency Launch in Insuritas History

East Windsor, CT, November 2, 2010 – Insuritas, the nation's leading provider of turnkey insurance agency solutions for financial institutions, announced today that it has successfully launched United Federal Credit Unions' new insurance agency, **United Diamond Insurance Agency, LLC**, in 8 states.

The United Diamond Insurance Agency will sell a comprehensive suite of insurance products in 8 states and across four time-zones. The states are Nevada, California, Arkansas, Oklahoma, North Carolina, Ohio, Michigan & Indiana. Members will be able to access free no-obligation quotes for a full range of personal and commercial lines insurance coverages from a wide array of nationally recognized insurance carriers. The Insuritas model allowed United to own a complete insurance agency solution without the major capital investment or reputational risks associated with building or buying local insurance agencies across their entire branch network footprint.

According to Sandy Fehrs, COO of Insuritas, "Launching the United Diamond Insurance Agency was the most rewarding undertaking in our history. Members in 8 states and across 4 time zones can get free, no obligation insurance quotes by visiting a branch, calling the agency direct, or shopping at United's insurance agency web site." Launching last month, United Federal reported that online responses to the agency opening was second in overall banner ad activity to a special savings rate promotion. Fehrs continued, "The initial agency launch activity has been impressive across all of the delivery channels. Consumers continue to affirm that they want to buy insurance from a trusted source that features the best combination of price, coverage, convenience and selection." Fehrs concluded, "In October United had over 275 members ask for quotes, and a record 353 members shopped for insurance online using the agency's web portal."

Jeffrey Chesky, president & CEO of Insuritas, said, "Our insurance agency outsourcing solution will enhance United 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. United 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."

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.