

**PRESS RELEASE***For Immediate Release*Contact: Jennifer Vasseur  
East Windsor, CT 06088  
(860) 653-1114

---

**ALLIANCE CREDIT UNION (\$395 M ASSETS) CHOOSES  
INSURITAS TO LAUNCH INSURANCE AGENCY IN CA & NC**Agency to Launch in 90 Days

---

East Windsor, CT 06/30/2016 – Insuritas announced it has been chosen by Alliance Credit Union to install their award-winning insurance agency solution for its members.

Brian Dorcy, President & CEO of Alliance noted: “Our members look to us as a trusted financial advisor. Offering insurance services is a natural extension of our product line. We recognize that a majority of our members buy auto & home insurance every year – and we are perfectly positioned to be their trusted agent. Insuritas will build, launch and manage our full service insurance agency in California and North Carolina, and will offer all lines of insurance products to protect our members, their families and small businesses. The Insuritas digital agency platform will allow our members to instantly get insurance quotes every time they get a loan, get their insurance policy bill in the mail, or visit us online.” Dorcy concluded, “This commitment to insurance supports our purpose of helping people in our communities prosper.”

Jeff Chesky, President and CEO of Insuritas, noted: “Alliance’s leadership wanted to provide a full suite of insurance products where members can come to shop, compare and buy insurance as a natural extension of their promise to serve their member and leverages the powerful brand equity and trusted relationships Alliance has created in their market. Chesky added “We will install our award winning E-InsuranceAISLE™, LoanINSURE® and SmartCART Technology™ platforms, creating a virtual ‘Insurance Aisle’ inside the Credit Union that will provide a powerful source of recurring, value added, non-cyclical fee income while helping more members save time and money on insurance.”

**About Insuritas**

Insuritas pioneered the deployment of virtual “private labeled” insurance agencies that are integrated into bank and credit union operating environments – currently connected to over 5.0 million consumers and small businesses. The Insuritas solution, which is now installed in over 125 financial institutions, includes four core technology platforms that transform the shopping experience for millions of consumers for the insurance products they purchase and repurchase every year. Insuritas enables financial institutions to own an insurance agency solution without the significant capital investments required to build or buy an agency, or the inherent operational risks attendant to either of those approaches. Through a cost-effective outsourcing solution, financial institutions leverage Insuritas’ proven, end-to-end insurance agency solution. Click [www.insuritas.com](http://www.insuritas.com) for additional information.

**About Alliance Credit Union**

Alliance Credit Union was created by a small group of visionary General Electric employees based on the idea of “people helping people.” Established in 1952, Alliance Credit Union is a member-owned financial cooperative and now serves more than 35,000 members in six counties – Santa Clara, San Mateo and Alameda counties in California – and New Hanover, Pender and Brunswick counties in North Carolina. We also serve approximately 400 Community Business Partners (employers) throughout both states by offering exclusive benefits to their employees. Visit [www.AllianceCU.org](http://www.AllianceCU.org) for additional information.