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FOR IMMEDIATE RELEASE

COMMUNITY BANKERS ASSOCIATION OF OHIO PARTNERS WITH INSURITAS TURN-KEY INSURANCE AGENCY SOLUTION.

- Insuritas Outsourcing Service to be Featured through CBAO -

Columbus Ohio and East Windsor, CT, June 4, 2010 – Insuritas, the nation’s leading provider of turnkey insurance agency solutions for financial institutions, announced today that it has partnered with the Community Bankers Association of Ohio (CBAO) to provide its insurance agency solution to community banks in Ohio.

Insuritas’ end-to-end insurance agency solution allows a financial institution to own and operate an integrated insurance agency operation that features a full range of personal and commercial lines insurance coverages from a wide array of nationally recognized insurance carriers. The Insuritas model can also absorb the book of business of a local insurance agency that a financial institution has acquired but has been unable to manage profitably. The Insuritas model allows a financial institution to own a complete insurance agency solution without the major capital investment or reputational risks associated with building or buying a local insurance agency.

According to Jeffrey Chesky, president of Insuritas, "The biggest barriers impacting financial institutions' success in the insurance industry are cost and culture. Our turnkey outsourcing solution eliminates both of these barriers by allowing banks to leverage the resources and capabilities of a proven, fully operational, fully outsourced insurance agency. We welcome the opportunity to design, implement, and manage successful insurance distribution solutions for community banks in Ohio.

Robert L. Palmer, President and CEO of CBAO said, "Insuritas will enable community banks to take advantage of the regulatory changes that allow them to generate additional fee income through insurance product sales without adding more brick and mortar, more infrastructures, more employees, more systems, or more technology. The CBAO, in partnership with Insuritas, will allow our community banks to create a de novo agency, or join with other banks to create a consortium agency while Insuritas assumes full responsibility for policy sales and service. The community banks will own their customer relationships, and the insurance carriers assume the underwriting risk and full responsibility for the policy benefits. This single-source, completely outsourced distribution solution will enable the banks in our network to provide their retail and commercial customers with competitive insurance products and unmatched convenience."

The partnership between CBAO and Insuritas is a very important milestone for community banks in Ohio as it allows Insuritas to reach a multitude of various sized carriers while assisting CBAO in its mission of helping community banks to gain economic and competitive advantages.

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.