

PRESS RELEASE

For Immediate Release

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COMMUNITY RESOURCE CREDIT UNION (\$401M ASSETS) CHOOSES INSURITAS TO LAUNCH INSURANCE AGENCY IN TX

Agency to Launch in 90 Days

East Windsor, CT 6/14/2016 – Insuritas announces Community Resource Credit Union has chosen to install their award-winning insurance agency solution for its members.

David A. Frazier, Community Resources' President and CEO noted, "Our members look to us to provide all the financial products and services they need in a one-stop shopping solution that focuses on enriching their final financial lives through superior price, convenience, selection and service. We recognize that thousands of our members buy auto and home insurance every year – and we are perfectly positioned to be their trusted Agent.

Insuritas will build, launch and manage Community Resources' full service insurance agency in Texas, and will offer all lines of insurance products to protect Community Resources' members, and their families.

"The Insuritas digital agency platform will allow our members to instantly get insurance quotes every time they get a loan, or visit us online." Frazier concluded, "This commitment to insurance supports our core mission; *"To enhance the quality of life for our members, employees, and community."*

Jeff Chesky, President and CEO of Insuritas, noted: "Community Resources' leadership wanted to provide a full suite of insurance products where its members can shop, compare and buy insurance easily as a natural extension of their promise to serve their members, as well as leverage the powerful brand equity and trusted relationships Community Resource has created with their members. Chesky added "We will install our award winning E-InsuranceAISLE™, LoanINSURE® and SmartCART TechnologySM platforms, creating a virtual 'Insurance Aisle' inside Community Resource that will provide members an easy, simple, powerful insurance source while also delivering Community Resource recurring, value added, non-cyclical fee income."

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 6.3 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 for additional information.

About Community Resource Credit Union

In 1935, a group of visionary Humble Oil employees in Baytown, Texas, joined together to form a credit union; a not-for-profit financial cooperative. Their vision was to create a financial institution dedicated to the mission of people-helping-people with low-cost, valued financial services.

Revolutionary **SmartCART Technology**SM puts fee income on steroids! See what it's all about at Insuritas.com



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Through financial contributions, resource donations and staff volunteerism, they support many events and organizations throughout Baytown, Mont Belvieu, Crosby, Atascocita, and their field of membership. For more information, visit www.crcu.org.

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