

## PRESS RELEASE

*For Immediate Release*

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### **FIRST NATIONAL BANK IN WICHITA FALLS TX (\$415 M ASSETS) HIRES INSURITAS TO LAUNCH FIRST NATIONAL INSURANCE SERVICES**

Agency to Launch in 90 Days

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East Windsor, CT 3/9/2016 – Insuritas announced it has been hired by First National Bank to install their award-winning insurance agency solution for its customers.

Cindy Campbell, President and CEO of First National Bank noted, “Our customers look to us to provide financial products and services in a one-stop shopping solution that focuses on price, convenience and service. We know 100% of our customers buy auto, home and business insurance every year, and we are perfectly positioned to be their trusted agent. Insuritas will build, launch and manage our full-service insurance agency and will offer all lines of insurance products to protect our customers, their families and small businesses. The Insuritas digital agency platform will allow our customers to instantly get insurance quotes every time they get a loan, get their insurance policy bill in the mail, or are visiting our online banking storefront.” Campbell concluded, “We’re excited about our new insurance product line. It will support our core mission to serve our community, around the clock.”

Jeff Chesky, President and CEO of Insuritas, noted, “First National Bank leadership wants to provide a full suite of insurance products where customers come to shop, compare, and buy insurance. This is a natural extension of their promise to serve their customers and leverage the powerful brand equity and trusted relationships developed by First National Bank in their communities.”

Chesky added, “We will install our award winning E-InsuranceAISLE™, LoanINSURE® and SmartCART Technology™ platforms, creating a virtual ‘Insurance Aisle’ inside the bank that will provide a powerful source of recurring, value-added, non-cyclical fee income while helping more customers 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 4.0 million consumers and small businesses. The Insuritas solution, which is now installed in over 110 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 First National Bank**

First National Bank was founded in 1986 and is headquartered in Wichita Falls, Texas. The bank has over \$415 Million in assets, and operates offices located in Wichita Falls, Southlake and Plano Texas. More information can be found at [www.fnbwf.com](http://www.fnbwf.com).