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## **FOR IMMEDIATE RELEASE**

### **GFA FEDERAL CREDIT UNION SELECTS INSURITAS TO PROVIDE TURNKEY INSURANCE AGENCY SOLUTION**

– Insuritas Outsourcing Service Enables GFA to  
Own a Full Service Insurance Agency–

East Granby, CT December 3, 2009– Insuritas, the nation's leading provider of outsourced insurance agencies, today announced that has been selected to provide Massachusetts based GFA Federal Credit Union with its turnkey insurance agency solution.

Through this cost-effective outsourcing service, Insuritas enables credit unions and banks to own a complete insurance agency without the significant capital investments required to build or buy an agency. Financial institutions leverage Insuritas' proven, end-to-end insurance agency solution, featuring a comprehensive offering of all major insurance products including the high-demand personal and commercial lines insurance that are used by 100% of the credit union's members. This turnkey insurance distribution solution includes sales professionals and successful sales strategies, ongoing access to insurance industry experts, and complete back-office services including billing and claims processing.

According to Tina Sbrega, President & CEO of GFA Federal Credit Union, "We were strategically committed to providing our members with a full-service insurance agency where we wanted to own the agency and the entire book of business. The Insuritas solution enables us to accomplish both of these objectives without the traditional costs and operational risks of building or buying. Leading insurance carriers will provide the insurance products and assume the underwriting risk and full responsibility for the policy benefits. Insuritas' insurance professionals, who will staff our Insurance Agency, will facilitate the entire sales process directly with our members; and we own the entire book of business, including our member relationships, the policies sold and ongoing renewals."

Jeffrey Chesky, President & CEO of Insuritas, said, "Our insurance agency outsourcing solution will enhance GFA's fee income, competitive position and deepen its member relationships with insurance products that feature the best combination of price, convenience and selection. GFA'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. Our turnkey insurance agency solution will be fully operational at GFA in a matter of months."

### **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 Granby CT. Additional information is available at [www.insuritas.com](http://www.insuritas.com).