

## PRESS RELEASE

*For Immediate Release*

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### **GREATER NEW ORLEANS FEDERAL CREDIT UNION (\$110 M ASSETS) CHOOSES INSURITAS TO LAUNCH INSURANCE AGENCY**

Agency to Launch in 90 Days

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East Windsor, CT 1/14/2016 – Insuritas announced it has been chosen by Greater New Orleans Federal Credit Union to install their award-winning insurance agency solution for its members.

Janet Sanders, President /CEO of Greater New Orleans FCU 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 price, convenience, selection and service. We recognize that 100% 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 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 our online banking storefront.” Sanders concluded, this commitment to insurance supports our core mission; “*Simply give our members **BETTER BANKING** by Building Relationships and Delivering Dreams.*”

Jeff Chesky, President and CEO of Insuritas, noted: “Greater New Orleans’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 members and leverages the powerful brand equity and trusted relationships GNOFCU 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 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 Greater New Orleans Federal Credit Union**

Greater New Orleans Federal Credit Union, serves over 17,000 members through branches in Greater New Orleans. Founded in 1935, Greater New Orleans is still comprised of its original field of membership – the communications industry – as well as many Select Employee Groups and those who live, work and worship in Orleans Parish. Greater New Orleans Federal Credit Union has over \$110 million in assets. Additional information is available at [www.gnofcu.com](http://www.gnofcu.com)