

Company: Insuritas
2 Gateway Boulevard
East Granby, CT 06026

Contact: Jeffrey Chesky
President & CEO, Insuritas
(860) 653-1134
Contact: Vicki Pratt
Investor Relations, The Hartville Group
(330) 484-8143

INSURITAS PARTNERS WITH ASPCA PET HEALTH INSURANCE TO LAUNCH PET INSURANCE SOLUTION FOR INSURITAS CLIENTS

– Insuritas *Insurance Aisle Management Outsourcing* adds new products -

Hartford, CT December 15, 2008 – Insuritas, the nation’s leading provider of outsourced insurance agencies for financial institutions, today announced its selection of ASPCA Pet health Insurance, provided by the Hartville Group, as a strategic partner for providing a comprehensive suite of insurance solutions for pets to their financial institution insurance agency clients.

Jeffrey Chesky, president & CEO of Insuritas noted, “Pet owners have an increasing number of treatment options for pets that are injured, ill, or simply want to maintain the health of the animal. These treatment options are more sophisticated and more expensive than ever before. Consumers are demanding affordable, easy to understand options to defray the cost of treatment over the lifetime of their pet. Our bank and credit union clients are perfectly positioned to offer these products in the lobbies and on their websites. After a national search, we selected ASPCA Pet Health insurance, a nationwide pet health insurance plan provided by the Hartville Group, Inc., in partnership with the American Society for Prevention of Cruelty to Animals, to provide a comprehensive set of pet insurance solutions.”

Consumers will have an opportunity to select the right coverage for their pet. Plans include accident coverage, coverage for illness, and increasing levels of wellness care.

"ASPCA Pet Health Insurance plans provide caring pet owners with a wide array of coverage options, including accident, illness, and preventive care coverage, and are distinguished by their humane coverage philosophy," said Dennis Rushovich, President and CEO of The Hartville Group. "Local credit unions' and banks' close relationships with their customers make these venues excellent outlets for distributing our products. Through Insuritas we can reach more people looking to care for their pets."

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.

About The Hartville Group

The Hartville Group is a leading American provider of pet health insurance plans, with proprietary actuarial data, strong underwriting relationships, excellent in-house customer service facilities, and outstanding policy and claims administration. Hartville's plans, which include the ASPCA pet Health Insurance program, help pet owners pay their veterinary bills in case of accidents, illnesses, and even for wellness care, like regular check-ups. The Hartville Group understands the special bond people have with their pets, and is proud to help pet owners pay for the

veterinary care their pets need. Additional information is available at www.hartvillegroup.com and www.aspcapetinsurance.com.