

Company: Insuritas  
1 Hartfield Boulevard  
East Windsor, CT 06088

Contact: Jeffrey Chesky  
President & CEO, Insuritas  
(860) 653-1134

Contact: Marvin McBee  
President and CEO,  
Heritage South C/U  
(931) 680-1400

## **FOR IMMEDIATE RELEASE**

### **HERITAGE SOUTH CREDIT UNION SELECTS INSURITAS TO TAKE OVER EXISTING AGENCY**

– Insuritas Enables Credit Union to  
Drive Agency Growth & Profitability –

East Windsor, CT July 6, 2010 – Insuritas, the nation's leading provider of turnkey insurance agencies, today announced that it has been selected to provide Tennessee based Heritage South Credit Union with its turnkey insurance agency outsourcing solution.

Insuritas will take over operational management of Heritage South's existing insurance agency. Insuritas will immediately improve operating margins for the agency, and deploy a strategic plan to drive organic sales growth, all without the significant capital investments required to hire seasoned personnel or acquire the technology and markets to produce the desired results. Heritage South will 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 unions customers. This 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 Marvin McBee, Chief Executive Officer at Heritage South, "We are strategically committed to providing our members with a full-service insurance agency where we wanted to continue to own the agency and the entire book of business. We struggled with having the appropriate systems and expertise in place to maintain the profitability of the agency while having a full suite of products for our members. The Insuritas solution enables us to accomplish both of these objectives without the traditional costs and in house expertise needed to operate our agency. 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 'Heritage South Insurance Agency,' will facilitate the entire sales process directly with our members; and we continue to 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 solution will provide Heritage South a greater competitive position and deepen its member relationships with insurance products that feature the best combination of price, convenience and selection as well as enhance the credit unions' non-interest income. Heritage South'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 insurance agency outsourcing solution will be fully operational at Heritage South in a matter of weeks."

### **About Insuritas**

Insuritas enables financial service providers 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 Windsor, CT. Additional information is available at [www.insuritas.com](http://www.insuritas.com).