

PRESS RELEASE*For Immediate Release*Contact: Deborah Sage
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**HURON COMMUNITY BANK OF MICHIGAN (\$198M ASSETS) HIRES
INSURITAS TO LAUNCH INSURANCE AGENCY**Agency to Launch in 90 Days

East Windsor, CT 1/12/2017 – Insuritas announced it has been hired by Huron Community Bank to install their award-winning insurance agency solution for its customers.

Jeffrey B. Loomis, President /CEO of Huron Community Bank noted: “As a locally owned community bank, our customers look to us to provide financial products, services and solutions they need. We recognize that 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 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.” Loomis concluded; “We continuously put our focus on building a stronger community by helping our customers become more financially comfortable, help grow their businesses and assist in their overall financial well-being. Our core value makes our point: ‘We put *COMMUNITY* in banking!’”

Jeff Chesky, President and CEO of Insuritas, noted: “Huron Community Bank’s leadership wanted to provide a full suite of insurance products where customers can come to shop, compare and buy insurance as a natural extension of their promise to serve their customer and leverages the powerful brand equity and trusted relationships Professional Holding Corporation has created 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 5.5 million consumers and small businesses. The Insuritas solution, which is now installed in over 125 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 for additional information.

About Huron Community Bank

Huron Community Bank, headquartered in East Tawas, Michigan was established in 1927 as Peoples State Bank. After several years and acquisitions, during the late 1980’s the bank was acquired by Comerica and the opportunity for the local community to “buy back” the bank became a reality. About 500 people in the area successfully raised \$3.6 million; borrowed \$2.5 million and Board members confidently opened the bank rebranded as Huron Community Bank. During the ‘90s the bank continued



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to grow and prosper and has successfully survived the industries hardest times in 2008 and 2012, maintaining excellent capital standing and is well positioned for future growth. Celebrating more than 25 years as a recaptured locally owned community bank, Board member expectations are to be around a lot longer. Huron Community Bank, with over \$198 Million in assets, operates six branch locations and one loan production office in Northeast Michigan. More information can be found at www.bankhcb.com

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