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**LEOMINSTER CREDIT UNION SELECTS INSURITAS TO PROVIDE TURNKEY
INSURANCE AGENCY TO LEVERAGE FEE INCOME GROWTH**

– Insuritas Partnership Enables Credit Union to Own a Complete Insurance Agency Solution –

East Windsor, CT October 13, 2010– Insuritas, the nation’s leading provider of outsourced insurance agencies, today announced they have been selected to provide Massachusetts based Leominster Credit Union with its turnkey outsourced insurance agency solution.

Through this cost-effective outsourcing service, Insuritas enables banks and credit unions 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 bank’s or credit union’s customers. This turnkey insurance distribution solution includes sales professionals, successful sales strategies, ongoing access to insurance industry experts, complete back-office services including billing and claims processing, and a complete private labeled insurance agency web portal.

According to Gordon Edmonds, CEO of Leominster 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 policies. The Insuritas outsourcing solution enables us to accomplish both of these objectives without the traditional costs and operational risks of building or buying an agency. Leading insurance carriers will provide the insurance products and assume the underwriting risk and 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, “We are delighted to be expanding our agency solution in Massachusetts. Our partnership will enhance Leominster Credit Union’s fee income, competitive position and deepen its member relationships with insurance products that feature the best combination of price, convenience and selection. Leominster Credit Union’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 outsourced insurance agency solution will be fully operational at Leominster Credit Union in a matter of months.”

About Leominster Credit Union

Founded in 1954, Leominster Credit Union is a member-owned, not-for-profit financial cooperative with a full range of deposit, lending and other financial services. Headquartered in Leominster, Massachusetts, LCU is proud to claim more than 50,000 members and \$580 million in assets. LCU has six full-service branch locations in Leominster, Worcester, Clinton, Holden, Sterling and North Leominster with ATM services at all branch locations. A second Worcester

branch office is scheduled to open this autumn. 24-hour online banking services are available at www.leominstercu.com and by telephone at 800-649-4646.

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 Windsor CT. Additional information is available at www.insuritas.com.

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