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## **FOR IMMEDIATE RELEASE**

### **Insuritas Announces Hiring of Two Industry Executives to Key Posts**

East Windsor, CT. Tuesday, April 06, 2010— Insuritas, the nation's leading provider of outsourced insurance agencies, today announced two additions to the management team. Perry Lincoln has joined the company as Director of Operations, with operational responsibility for the Insuritas master insurance agency platform, including personal lines, commercial lines, servicing and claims. Maxine Moody has joined the company as the Director of Corporate Sales, with responsibility for sales, marketing and business development growth for the Insuritas solution nationally.

Perry Lincoln joins Insuritas with more than 23 years of experience in the insurance industry. Most recently, Perry served as a 2<sup>nd</sup> VP of National Sales for The Travelers Insurance Company. His many accomplishments included the design, installation and operation of a state-of-the-art telesales operation.

According to Sandy Fehrs, COO of Insuritas, "We are now driving over 4,000 retail insurance referrals a month across our master agency platform from a stable of financial institution clients that are licensed in 42 states. This will be the fourth year in a row where we will enjoy 30% plus organic growth rates, and with these increased demand loads, we needed to bring in a seasoned executive that has broad experience in managing a larger, multi-carrier, multi-state, multi-channel agency platforms. Perry has the experience and expertise necessary to manage complex insurance distribution platforms, and we think he's a perfect fit for running our rapidly growing operations platform."

Maxine Moody joins Insuritas with more than 25 years of experience in the insurance industry. Among her many accomplishments was the design, deployment and execution of sales & marketing plans for manufacturers and distributors in the insurance space. Most recently, Maxine served as the Regional Sales Manager for American Income Life Insurance Company.

According to Sandy Fehrs, COO of Insuritas, "Our corporate sales pipeline continues to expand as the Insuritas solution continues to be recognized as best of breed for generating a critical annuitizing fee income streams to financial institutions nationally. Maxine has the sales management expertise necessary to lead our expansion and will be a perfect fit for assessing prospective client needs and helping CEO's nationally analyze the value of adding an insurance agency solution to their stores.

### **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](http://www.insuritas.com).