

## PRESS RELEASE

*For Immediate Release*

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### **MICHIGAN FIRST CREDIT UNION (\$764 MILLION IN ASSETS) CHOOSES INSURITAS TO LAUNCH INSURANCE AGENCY**

Agency to Launch in 90 Days

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East Windsor, CT 3/1/2016 – Insuritas announced it has been chosen by Michigan First Credit Union to install its award-winning insurance agency solution for its members.

Michael Poulos, President /CEO of Michigan First noted: “Our members look to us to provide all the financial products and services they need in a one stop shopping solution that focuses on price, convenience, selection and service. We recognize our members buy auto and home 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 members, their families and small businesses. The Insuritas digital agency platform will allow our members to instantly get insurance quotes every time they get a loan, get their insurance policy bill in the mail, or visit our website.” Poulos concluded, “This commitment to insurance supports our core mission; *“Deliver a world class experience for all of our members’ financial needs over their lifetime.”*

Jeff Chesky, President and CEO of Insuritas, noted: “Michigan First leadership wanted to provide a full suite of insurance products where members can come to shop, compare and buy insurance as a natural extension of their promise to serve their member and leverages the powerful brand equity and trusted relationships Michigan First has created in their market. Chesky added “We will install our award winning E-InsuranceAISLE™, LoanINSURE® and SmartCART Technology™ platforms, creating a virtual ‘Insurance Aisle’ inside the Credit Union that will provide a powerful source of recurring, value added, non-cyclical fee income while helping more members 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 5.0 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](http://www.insuritas.com) for additional information.

#### **About Michigan First Credit Union**

Michigan First serves over 117,000 members who live, work or worship in the State of Michigan. Founded in 1926, the Credit Union delivers world class service to members and their families through 14 branches and their 365 Live Call Center. Michigan First Credit Union has over \$764 million in assets. Additional information is available at [www.michiganfirst.com](http://www.michiganfirst.com).