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**MID PENN BANK SELECTS INSURITAS TO PROVIDE TURNKEY INSURANCE AGENCY
TO LEVERAGE FEE INCOME GROWTH**

– Insuritas Partnership Enables Bank to Own a Complete Insurance Agency Solution –

East Windsor, CT September 17, 2010– Insuritas, the nation’s leading provider of outsourced insurance agencies, today announced they have been selected to provide Pennsylvania based Mid Penn Bank 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 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 Rory Ritrievi, CEO of Mid Penn Bank, “We are committed to providing our customers with a high-quality, full-service and affordable insurance solution to meet their insurance needs. We are also committed to providing our shareholders with a meaningful yet low risk source of non interest income. The Insuritas partnership 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 customers; and we own the entire book of business, including our customer relationships, the policies sold and ongoing renewals.”

Jeffrey Chesky, president & CEO of Insuritas, said, “We are delighted to be expanding our agency solution in Pennsylvania. Our partnership will enhance Mid Penn Bank’s fee income, competitive position and deepen its customer relationships with insurance products that feature the best combination of price, convenience and selection. Mid Penn Bank’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 Mid Penn Bank in a matter of months.”

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. ###