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FOR IMMEDIATE RELEASE

Ruthann LaMachia Joins Insuritas as Consumer Sales Manager

East Granby, CT April 9, 2009 – Insuritas, the nation’s leading provider of outsourced insurance agencies, today announced that Ruthann LaMachia has joined the company as Consumer Sales Manager, with operational responsibility for the retail insurance distribution platforms inside the Insuritas master agency.

Ruth joins Insuritas with 22 years of experience in the insurance industry. Among her accomplishments was the design and deployment of several successful direct to consumer, online distribution models. Most recently, Ruth served as a Regional Sales Manager for AAA.

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 36 states. This will be the third 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 retail agency platform. Ruth has built a wonderful career around growing complex insurance distribution platforms, and we think she’s a perfect fit for running our rapidly growing retail operation.”

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

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