

PRESS RELEASE

For Immediate Release

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YOLO FEDERAL CREDIT UNION OF WOODLAND, CA (\$250 M ASSETS) HIRES INSURITAS TO LAUNCH INSURANCE AGENCY

Agency to Launch in 90 Days

East Windsor, CT 4/7/2016 – Insuritas announced it has been hired by Yolo Federal Credit Union to install their award-winning insurance agency solution for its customers.

Jenee Rawlings, President /CEO of Yolo Federal Credit Union 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 that 100% of our members buy auto & 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 online banking storefront.” Rawlings concluded, “This commitment to insurance supports our industry motto of; *‘People helping people’* and our core mission *‘To help members achieve financial success and build wealth.’*”

Jeff Chesky, President and CEO of Insuritas, noted: “Yolo Federal Credit Union 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 members and leverages the powerful brand equity and trusted relationships Yolo Federal Credit Union has created in their communities.” Chesky added “We will install our award winning E-InsuranceAISLE™, LoanINSURE® and SmartCART TechnologySM 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 customers 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 for additional information.

About YOLO Federal Credit Union

Yolo serves over 16,000 members in their four branches located in Davis, West Sacramento and two in Woodland, California. Founded in 1954, the Credit Union is dedicated to serving the banking needs of its members, their families and everyone living, working or attending school in Yolo County. Yolo Federal Credit Union has over \$250 million in assets. Additional information is available at www.yolofcu.org