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INSURITAS PARTNERS WITH QUICKQUOTE TO LAUNCH TERM LIFE INSURANCE SOLUTION FOR INSURITAS CLIENTS

– Insuritas *Insurance Aisle Management Outsourcing* adds new products -

Hartford, CT December 15, 2008 – Insuritas, the nation’s leading provider of outsourced insurance agencies for financial institutions, today announced it’s selection of QuickQuote as a strategic partner for providing a comprehensive suite of term life solutions to their financial institution insurance agency clients.

Jeffrey Chesky, president & CEO of Insuritas noted, “Consumers are demanding affordable, easy to understand life insurance options. Our bank and credit union clients are perfectly positioned to offer these products in the lobbies and on their websites. After a national search, we selected QuickQuote to provide a suite of term life insurance solutions that features some of the nation’s leading carriers and fits the needs of the consumer and the financial institution environment. We are very excited to team with QuickQuote.

Consumers will have an opportunity to shop for coverage online, speak to a licensed representative, and select a policy from several excellent carriers. The QuickQuote online environment is clean, professional, and easy to understand.

“We are extremely pleased Insuritas has chosen QuickQuote to provide term life insurance solutions for its client financial institutions,” said Tim Bain, President and CEO of QuickQuote. This new partnership fits perfectly with our core business philosophies of unmatched customer service and user-friendly technologies. The program will allow us to build upon the strong relationships these financial institutions have developed with their customers. Through Insuritas we can now reach more people looking for an insurance solution they can trust.”

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.

About QuickQuote

QuickQuote is the Internet's original term life insurance comparison and purchasing marketplace, launching its first 'interactive' website in July 1995. QuickQuote provides a simple and painless way to compare and purchase term life insurance. QuickQuote's technology, website and customer service have all been recognized by many highly reputable organizations, publications and individuals including Forbes Best of the Web, Gomez, Inc., The Wall Street Journal, Money Magazine, Smart Money Magazine, Kiplinger's Personal Finance Magazine, Entrepreneur Magazine, Business Week, Parade, CNN.com, Suze Orman, Andrew Tobias, Clark Howard and many more. For more information please visit www.quickquote.com.