

PRESS RELEASE*For Immediate Release*

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**FIRST AMERICAN CREDIT UNION HIRES INSURITAS
TO LAUNCH INSURANCE AGENCY TO BUILD NON-CYCLICAL FEE INCOME**
Insurance Agency will be Powering Non-Cyclical Fee Income in 90 Days

East Windsor, CT July 8, 2014 – Insuritas, the nation’s premier provider of turnkey insurance agencies, announced it has been hired by First American Credit Union (\$102 million in assets) located in Casa Grande, AZ to install its award-winning insurance agency solution for the benefit of its more than 22,000 members.

Jeff Chesky, President and CEO of Insuritas, noted: “First American Credit Union’s leadership recognized that 100% of their members buy insurance every year, and that providing insurance products to their members is a natural extension of their core business and leverages the powerful brand equity and trusted relationships they’ve created in the market.” Chesky added “Our deployment team will have First American CU’s full service insurance agency operational in 90 days. First American’s leadership team concluded that Insuritas, with its E-InsuranceAISLE™, LoanINSURE® and SmartCART TechnologySM, will create a virtual ‘Insurance Aisle’ inside the credit union for their members and will provide a powerful new source of non-cyclical fee income.”

Anthony T. Walker, CEO and Board Treasurer of First American Credit Union stated: “We are excited to partner with Insuritas. We wanted to provide our members with all the insurance options they might need in a one stop shopping solution. We are also tightly focused on building new sources of non-cyclical fee income. Through this partnership we own the agency, offer a complete array of insurance products to protect our members, their families and their businesses, and we build a powerful new fee income stream.” Walker concluded: “Adding a turnkey insurance agency for our members supports our focus to provide low-cost financial services to our members.”

About Insuritas

Insuritas pioneered the deployment of BPaaS virtual “private labeled” insurance agencies that are integrated into bank and credit union operating environments – currently connected to over 3.5 million consumers and small businesses. The Insuritas solution, which is now installed in over 70 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 First American Credit Union

First American Credit Union serves more than 22,000 members in Arizona and New Mexico and has over \$102 million in assets. Additional information is available at www.firstamerican.org.