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Press Release

For Immediate release

CU ALLIANCE® HIRES INSURITAS® TO BUILD NON-CYCLICAL FEE INCOME FOR CREDIT UNION MEMBERS.

Houston, TX | June, 2014. CU Alliance, LLC (CUA) announced the employment of Insuritas to extend its award-winning insurance agency solutions to the over **150 Credit Unions** that CU Alliance supports across 8 states.

Adrian Dominguez, President and CEO of CU Alliance stated: “We are excited to partner with Insuritas. We wanted to provide our over **150 Credit Union Members** with the Insuritas Agency **Solution** to help drive a critical new source of non-cyclical fee income. The CU Alliance Advantage has been committed to auto and mortgage loan portfolio growth with our members, and we know that every loan we make generates a need for insurance. Through this partnership we **own our own** CU Alliance Insurance Agency, and can also introduce the Insuritas **solution** to our member Credit Union that want their own, private labeled insurance agency. Either way, we help our CU partners to offer a complete array of insurance products to protect the members, their families and their businesses, to build a powerful new fee income stream.”

Jeff Chesky, President and CEO of Insuritas, noted: “CU Alliance’s leadership recognized that its Credit Union partners are actively looking for new and innovative strategies to generate non-cyclical fee income, 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 a full service ‘white label’ insurance agency operational for CU Alliance in 90 days. In addition, CU Alliance will remarket the Insuritas solution to those Credit Unions that are looking for a ‘private label’ agency. Insuritas will deploy its E-InsuranceAISLESSM, LoanINSURE[®] and SmartCART TechnologySM platforms to create virtual ‘Insurance Aisles’ that will provide a powerful new source of non-cyclical fee income.”

CU Alliance, LLC is a Credit Union Service Organization that serves over **150 credit unions** with more than **1.3 million members** across 8 states. The CU Alliance Advantage includes auto and mortgage loan portfolio growth, one-stop car buying services and strategic marketing support. Additional information available at www.CUAcuso.com

Insuritas has pioneered the deployment of SaaS virtual ‘private labeled’ insurance agencies that are integrated into bank and credit union operating environments, with over 70 financial institutions installed, connecting to over 3.5 million consumers nationwide. Additional information available at www.insuritas.com