

INSURANCE TRADE NEWS RELEASE



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InsurBanc Rolls Out Product Referral Program for Qualified Independent Agents

Banking Product Referrals Create New Potential Revenue Stream

FARMINGTON, Conn. (March 3, 2008) – Independent insurance agencies now can offer their clients access to four banking products through a product referral program that can help maximize agency revenues and leverage client relationships, announced InsurBanc, the bank founded by agents for agents.

The new product referral program offers products suited for both business and personal needs: a business Visa card, an equipment lease-financing program, a personal Visa card, and student loans.

The InsurBanc program is open to all independent insurance agencies who qualify for the program. Once qualified, agents can market the products via turnkey marketing programs provided by InsurBanc. Agents can promote the products best suited to their client base. Agencies do not process applications, but simply refer the client to InsurBanc to handle all processing, applications, and fulfillment. Qualified agencies earn a fee for each referral that results in a sale.

“The InsurBanc strategy behind the program is to give agencies access to more financial resources to offer their clients, providing financial solutions from the same trusted source,” explained David W. Tralka, president and chief executive officer of InsurBanc. “Making these important banking products available to clients gives independent agents a new way to promote client retention, round out their financial product offerings, and set themselves apart from the competition.”

“These new products are timely, with the continued soft market in property/casualty lines and many agencies’ diversifying their revenue streams,” Tralka added. InsurBanc provides agents with a menu of marketing tools to promote the Visa cards, leasing program, and student loans. That means agencies need to expend only minimal time and resources to let existing clients know about these banking products.

Agencies can qualify in three easy steps: have one employee complete a quick online bank training program that allows the agency to refer any of the offered products; provide a professional liability insurance certificate covering referral activities; and sign a referral agreement.

Equipment Leasing: The InsurBanc leasing program is designed with today’s businesses in mind. It offers an opportunity to maximize cash flow and protect cash accounts without a large down payment or paying in full. The program is suitable for businesses planning a move to another office, expanding their current space, or upgrading office equipment.

Visa: This credit card offers built-in protection features that can’t be found together elsewhere; a free rewards program; and a special introductory rate. InsurBanc’s program offers both the Rewards Visa for businesses and the Platinum Visa for personal use.

Student Loan Program: The InsurBanc Student Loan is a credit-based student loan program that can be used to help fill the gap between existing resources (secured through various sources of financial aid) and how much is actually needed for education expenses. They can be used for all

education-related expenses including tuition, books, computers, school supplies, and travel to and from school.

For further information about the InsurBanc financial products referral program, please contact Susan Smith at 860-674-2305 / productreferral@insurbanc.com or click on www.insurbanc.com.

About InsurBanc:

InsurBanc is headquartered in Farmington, Conn., and is a member of the Federal Deposit Insurance Corporation (FDIC). The bank, which operates in all 50 states, was jointly developed by the 300,000-member Independent Insurance Agents & Brokers of America (IIABA), Alexandria, Va., and the W. R. Berkley Corporation, Greenwich, Conn., an insurance holding company. InsurBanc offers a complete line of business products and services tailored to the independent insurance agent including acquisition and perpetuation financing, cash management and remote deposit. InsurBanc also offers a full range of consumer banking products such as free checking, Certificates of Deposit, home equity lines of credit and residential mortgages. InsurBanc is a wholly-owned subsidiary of Peyton Street Financial Services Corporation, a thrift holding company that is a joint venture of IIABA and W. R. Berkley.

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