

Leadfusion Announces EMAIL Track Library *Predefined Email Campaigns for Financial Services Companies*

San Diego, CA (Thursday, December 4, 2008) – Leadfusion is pleased to announce the release of its new EMAIL Track Library, a compilation of 44 marketing campaigns that embody best practices in financial services marketing to create fully automated email promotions across multiple business lines.

Leadfusion's EMAIL Track Library dramatically decreases the time and effort required for financial services companies to launch sophisticated, trigger-based email campaigns. The EMAIL Track Library in conjunction with Leadfusion EMAIL offers email marketers the ability to rapidly roll out sophisticated consumer dialogs targeted to customer acquisition, onboarding, cross selling and retention.

"With the addition of the EMAIL Track Library, our customers are now able to jump start their trigger-based email marketing efforts with a sophisticated library of proven campaign ideas across multiple banking product lines," said Bill Pollock, Director of Products and Professional Services for Leadfusion. "In creating the EMAIL Track Library, we focused on bringing all of our experience in triggered financial services marketing into a form that is easily usable by the email marketer, regardless of their experience level."

Trigger-based email marketing consistently outperforms list and bulk mailings. Using Leadfusion's industry leading platform, customers are experiencing consistently strong results, with average performance on deliverability of 97%, open rates of 42% and response rates of up to 29%, Leadfusion EMAIL outperforms traditional email and direct marketing methods.

The EMAIL Track Library is easy to use and can be accessed through Leadfusion's Control Center application. The EMAIL library campaigns can be used as-is or modified as desired to meet the needs of a specific promotion. Once an EMAIL Track is activated, individuals move through the track based on their responses and in a lights-out fashion, requiring no ongoing campaign management by the program manager.

Leadfusion's EMAIL Track Library is available immediately, at no charge to all Leadfusion EMAIL customers.

About Leadfusion, Inc.

Leadfusion, Inc. is an eMarketing software company serving financial service providers since 1995. Leadfusion software solutions capture, cultivate and convert online leads, increasing the sale of financial products and services. Over 250 financial institutions, including 36 of the top 50 banks and 2 of the top 3 insurance companies use Leadfusion eMarketing solutions. The company has corporate headquarters in San Diego, California.

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