

## Leadfusion Announces Alert Email

*Introducing the Next Generation of Consumer Rate Alert Email*

San Diego, CA (March 10, 2010) – Leadfusion announces Alert Email, a new product that expands on popular consumer finance functionality with an out-of-the-box solution for next generation rate alerts. Unlike previous rate alert solutions, Alert Email moves beyond fulfilling consumer loan rate requests to provide ongoing communication of both loan and deposit rates to in-market consumers. With patent pending functionality, Alert Email helps financial institutions increase brand loyalty by supplying consumers with useful and timely rate information for loan or deposit products throughout a pivotal phase in the purchase cycle.

Alert Email provides an unprecedented level of consumer control over alert type. Alert Email fully empowers consumers to control how they receive rate information as they shop for a financial product or monitor the market in anticipation of a need.

In an economic environment where financial institutions are fiercely competing to increase loans and deposits, Alert Email's leading edge technology supports marketers looking to increase in-market leads and facilitate relevant dialogue with rate conscious consumers.

"To take advantage of the present economic terrain, consumers are spending more of what little time they have educating themselves on better products and better rates" said Bill Pollock, Director of Products and Professional Services. "Leadfusion Alert Email enables financial institutions to capture these active, rate-sensitive shoppers by providing perfectly timed communications, keeping them engaged throughout the purchase process."

As an integrated part of the Leadfusion Marketing Solutions platform, Alert Email benefits from versatile capture form capabilities, world-class deliverability services, extensive reporting features and comprehensive branding controls.

Alert Email is the latest addition to Leadfusion's Financial Experience Management (FEM) suite. Leadfusion's FEM suite consists of Researching, Marketing, and new Selling Solutions designed to operate independently or as a single integrated platform. FEM tools help financial institutions produce an authentic online experience that creates personal value for consumers and enhances the corporate brand. Leadfusion's FEM suite enriches all stages of the consumer experience from engagement through advocacy.

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### About Leadfusion, Inc.

Leadfusion has been providing compelling experiences for financial consumers since 1995. Over 250 financial institutions, including 36 of the top 50 banks, 65 credit unions and 2 of the top 3 insurance companies trust Leadfusion to educate and empower their consumers.