

## Leadfusion Announces API Financial Tools

*Introducing Direct Access to the Financial Industry's Most Comprehensive Financial Tools Library*

San Diego, CA (May 10, 2010) – Leadfusion announces API Financial Tools, a new product that allows financial institutions to unleash the value of Leadfusion Researching Solutions to develop their own consumer education experience from the ground up. For the first time, Leadfusion is providing access to its powerful library of financial calculations and highly available and redundant data center infrastructure for custom use beyond HTML.

API Financial Tools deliver the ultimate design and implementation flexibility. Developers can apply Rich Internet Application (RIA) technologies such as Flash to build advanced user interfaces to financial calculators and educational content. Additionally, financial institutions can launch API Financial Tools into mobile applications, emerging media, kiosks, ATM networks, IVR systems, call center applications and beyond.

API Financial Tools are included in the Leadfusion Premium Financial Tools license and are also available as a standalone license.

“Leadfusion customers can mix-and-match the use of API Financial Tools, Premium Financial Tools’ Open Design Branding (ODB) capability, and the powerful embedded branding editor to deliver financial researching experiences regardless of the consumer interface,” said Bill Pollock, Director of Products and Professional Services. “By blending these approaches, financial institutions are assured that consumers will experience consistent financial tool results across multiple touch points while minimizing cost, implementation time and maintenance requirements.”

As an integrated part of the patent pending Leadfusion Researching Solutions family of products, API Financial Tools benefit from the full power and stability of the Leadfusion platform, including: calculations spanning more than 150 topics, advanced reporting features, triggered email integration and ongoing tax law and regulatory updates.

API Financial Tools 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.

### **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.

### **Contact:**

Kara Greenwell  
Marketing Manager  
marketing@leadfusion.com  
858.259.2134

### **Leadfusion, Inc.**

12707 High Bluff Drive  
Suite 325  
San Diego, CA 92130  
858.259.2100

[www.leadfusion.com](http://www.leadfusion.com)