



Leadfusion Introduces Financial Tools for Health Savings Accounts

New Online Resources to Serve HSA Consumer Demand

San Diego, CA (August 3, 2010) - Leadfusion announces the addition of health savings account financial tools to its Researching Solutions family of products. This new category of interactive financial calculators makes it easy for financial institutions to provide online and mobile channels with highly relevant researching content for customers interested in health savings accounts.

Leadfusion's HSA financial tools help clients respond to the increased demand for health savings accounts following health care reform bill passage. "Industry experts predict that health care reform will result in an increased emphasis on health savings accounts for individuals. As a result, many financial institutions are looking to promote consumer-directed HSAs," said Bill Pollock, Director of Products and Professional Services. "Leadfusion's HSA solution meets this need. Financial institutions can leverage this new category of easily deployable online and mobile tools to educate consumers about health savings accounts and empower their path to purchase."

The new HSA category is a fully integrated component of Leadfusion's patent pending Researching Solutions platform, sharing powerful platform features such as dynamic next steps, calls to action, integrated triggered email, Open Design Branding (ODB), advanced reporting, and enterprise integration. Financial institutions can quickly and easily deploy this solution across consumer touch points including corporate websites, social environments, and mobile phones.

HSA financial tools are the latest addition to Leadfusion's Financial Experience Management (FEM) suite. Leadfusion's FEM suite consists of Researching, Marketing, and Selling Solutions designed to operate independently or as a single integrated platform.

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

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.