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Leadfusion Wins ADDY Award for Marketing

*Design receives bronze ADDY from the San Diego Ad Club
in the Sales Promotion/Sales Kit category*

SAN DIEGO (Friday, March 3, 2006) – Leadfusion accepts Bronze ADDY from the San Diego Ad Club for the superior quality of the sales promotion materials. This prestigious award is given annually in several categories. Leadfusion is honored to be mentioned among San Diego's leading advertising agencies, corporate marketing departments, and university design students.



About the Ad Club

As San Diego's oldest continuously operating business association, the Ad Club and its members have an incredible history of legendary business accomplishments steeped in creativity, rooted in public service, and grounded in professional and personal relationships. For more information about the Ad Club, visit www.sandiegoadclub.com.

About Leadfusion

Leadfusion, Inc. is a privately held eMarketing software company serving financial service providers since 1995. Leadfusion software solutions capture, cultivate and convert online leads that facilitate the sale of financial products and services. Over 250 financial institutions, including 36 of the top 50 banks, two of the top three insurance companies, and two of the top three portals use Leadfusion eMarketing solutions. Formerly known as FinanCenter, the company name was changed in 2005 to Leadfusion to reflect the expertise and focus on online lead conversion. The company has corporate headquarters in San Diego, California and maintains offices in Tucson, Arizona.

For more information visit www.leadfusion.com.