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## Leadfusion Sponsors 5<sup>th</sup> Annual Dave & Dan Classic

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San Diego, CA (July 19, 2017) – Leadfusion, the leader in Financial Experience Management®, is proud to announce its sponsorship of the 5<sup>th</sup> Annual Dave & Dan Classic, presented by First Tech Federal Credit Union. The Dave & Dan Classic, held on July 10th at the Pumpkin Ridge Golf Club near Portland, OR, has become one of the biggest credit union-sponsored events supporting Credit Unions for Kids.

This year's event raised over \$1.27MM, benefitting Children's Miracle Network Hospitals in Oregon, Washington, California, and Colorado.

"We were very pleased to join other Fintech leaders in participating in this wonderful event," said Mark Nelson, Senior Vice President of Leadfusion. "We have been a long-standing supporter of the efforts of our credit union partners to give back to the communities that they serve. When our friends at First Tech Federal asked us to participate, it was easy to say 'yes'."

Leadfusion's support of the Dave & Dan Classic continues a long tradition of involvement in the Credit Union Movement. In March, Leadfusion was recognized by CUNA for being a 5-Year Sponsor of their Marketing & Business Development Council, and provided judging support for this year's CUNA Diamond Awards.

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### About Leadfusion, Inc

Leadfusion, Inc. has been providing engaging experiences for financial consumers since 1995. Over 300 financial institutions, including 8 of the Top 10 banks and over 75 credit unions trust Leadfusion to educate and empower their consumers. Leadfusion's CUSTOMERfirst platform includes Premium Financial Tools, Guided Selling, CU Xpert Enterprise, BankXpert Enterprise and Premium Email, designed to operate independently or as a single integrated solution that engages through all stages of the financial customers' experience. Leadfusion was named a top company to watch in the financial technology sector by American Banker and BAI.