



**CONTACT:**

Ruby Brar

FutureBright Insurance Group

416-596-6631

N.A 1-888-788-7233

communications@futurebright.ca

## PRODUCT LAUNCH

### FutureBright Releases Comprehensive Customization Suite for MyPlatformTE™ Online Sales Transaction Platform

Toronto, Ontario – July 22, 2010 – FutureBright has released its Comprehensive Customization Suite (CCS)™ for MyPlatformTE™, the industry leading Online Sales Transaction Platform. Created to provide Insurers and Distributors with the highest level of customization, the CCS™ allows users to choose any color, logo, banner, and font they require for any transactional web page. The transactional web page can then be inserted wherever required (client site, insurer, distributor or affinity site) by linking, embedding or iframing. In addition, the CCS™ allows users to control telephone number, compliance language, and advertising copy for each transactional web page. “This brings new meaning to the word *customization*,” says Ron Tal, President of FutureBright. “Current versions are either too costly, take too long to develop and implement, or lack the range to allow users to tailor to their needs. MyPlatformTE™ now brings an amazing set of tools to our client’s fingertips.”

Released by FutureBright in May 2010, MyPlatformTE™ is a plug n’ play solution that allows Insurers and Distributors to convert and distribute any product, regardless of complexity, to an online format that can be customized to any point of sale, including **mobile devices**. The transaction engine has industry leading click-to-bind sales and enrolment technology and boasts a suite of administration and reporting tools. FutureBright also offers a full complement of specialized services including Web Development, Design, Implementation and hosting, as well as Live Chat, and Custom Reporting.

Kevin Rome, Founder of Benefitlink, one of the largest privately held benefit consulting organizations in Western Canada, says “We needed an efficient and meaningful way to provide our customers with valuable products in an easy to purchase format. FutureBright built us a great website with its transaction platform embedded seamlessly within.”

FutureBright, an insurance marketing organization headquartered in Toronto, Canada, uses leading edge technology to develop and market products and services to the insurance industry. Working with domestic and international insurers reinsurers and distributors, FutureBright’s mandate is to help its partners achieve increased sales, both economically and efficiently.