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PRODUCT LAUNCH

FutureBright's Online Sales Transaction Platform Now Available on iPhone and Blackberry

Toronto, Ontario – June 21, 2010 – FutureBright Insurance Group's new industry leading Online Sales Transaction Platform and its roster of Travel, Life, and Critical Illness insurance products, can now be accessed by **iPhone** and **Blackberry** users through their online browsers. Insurers and Distributors wishing to use the platform called MyPlatformTE™, can now convert and distribute any product, regardless of complexity, to an online format that can be customized to any point of sale, which now includes mobile devices.

"Insurers can now make intelligent direct offers to clients on their hand held devices, allowing them to purchase coverage by credit card, quickly and easily." says Ron Tal, FutureBright's President. "They can also deliver quotes, product information and "click-to-bind" fulfillment to their Brokers' fingertips. This platform is ideal for increasing sales and productivity."

MyPlatformTE™ is unique because it allows Insurers and Distributors to choose which products they want to offer to each customer. They can manage different campaigns to different customers. An insurer can see all Brokers, decide which products to enable by Broker, and see all their offerings to all customers. This is also ideal for new product launches and cross or up-selling. Brokers can customize and manage product offerings to Employees, Home and Auto clients, Association members or Affinity groups.

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.