**-------PRESS RELEASE-------**

**Advisers queuing up for Protection leads**

**June 18th 2009**   LeadPoint, the world’s first lead exchange marketplace, today reported that it has provided over 30,000 Protection leads since the start of 2009.

In the first 6 months of 2009, LeadPoint has provided over 30,000 life insurance and ASU/Income Protection leads. All the leads are generated from consumers searching online for advice about protection products and the leads are delivered to advisers seconds after the consumer has submitted their information to be contacted. Lead buyers are reporting conversion rates of between 20% and 30% for protection leads.

Life insurance leads enable advisers to get in touch with consumers who want either Personal Life Cover or Mortgage Protection. Lead buyers also have the option to choose consumers who want Critical Illness cover with either type of policy.

ASU/ Income Protection leads enable advisers to speak to consumers searching online to get advice about Mortgage Payment Protection, Loan Payment Protection or Income Payment Protection from accident, sickness and/or unemployment. Lead buyer’s can also target consumers by Monthly Cover Amount required.

LeadPoint currently trades over 15 lead products including Mortgages, Loans, Private Medical Insurance, Debt Management & IVA, Life Insurance, ASU and Home Insurance leads. Lead Buyers can create a LeadPoint account for free and start buying leads within a matter of minutes after signing up.

**Justin Rees, LeadPoint UK Head of Marketing** said:

“Since the start of 2009 the demand for protection leads has increased dramatically as more and more adviser firms have diversified away from mortgages and into new areas. At the same time, an increasing number of consumers are searching online for advice about protection products as they worry about the state of the economy and how this will affect them and their loved ones.

The good thing about protection leads from an adviser’s perspective is that the conversion rates are high which enables lead buyers to make a healthy return on investment from these lead types.

In the last year we have launched new lead products to reflect what is happening in the macro-economy and to help our customers use lead generation to source new business in a tough market. Over the next few weeks we will be launching new lead products to continue to provide the leads our customers want and attract new companies to LeadPoint.”

**Media enquires:**   
  
**Justin Rees**, Head of Marketing, LeadPoint UK Ltd, 0203 178 2179

**Notes to Editors**

**LeadPoint**

LeadPoint’s technology brings buyers and sellers together in a truly unbiased marketplace. The company ensures a fair exchange, by monitoring lead quality and the customers themselves.

Leads are competitively priced, based on bids, performance and ratings by members of the LeadPoint community. The platform allows buyers to change bids in ‘real time’ and enables sellers to more efficiently sell leads and to enter multiple verticals (categories i.e. mortgages or loans) simultaneously.

The privately held company was founded in 2004 and is based in Los Angeles, CA. For more information please visit LeadPoint on the web by [clicking here](http://www.leadpoint.co.uk/lp/buyer/referrals/referral_UK.html?estfra=C5730)

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