

June 11, 2008 – Boston - New survey by Truebridge, Inc., in conjunction with the Bank Insurance & Securities Association (BISA), on cross-selling investment and insurance products at financial institutions in the United States.

Truebridge, in conjunction with the Bank Insurance & Securities Association (BISA), is conducting a survey, which studies cross-selling investment and insurance products at financial institutions in the United States. This research will probe several dimensions of the cross-selling environment across different areas within financial institutions including management, marketing, branch employees and investment and insurance sales people.

The results will enable them to benchmark their institution against industry results and identify internal gaps between the perception and reality of what is working and what is not. It will point them toward the most important action steps that could be taken to make improvements.

This survey is the first part of a series of surveys being developed by Truebridge. Other surveys to be released will cover institutions that offer trust services and institutions that own insurance agencies that sell P&C and Group Benefits to their commercial clients.

For more information about this study, or if you would like your institution to take part in the survey please contact Jenna Baran at 800-476-6118.

About Truebridge

Truebridge, Inc., a Boston, Massachusetts based marketing company that created the Cross Sell Advantage system, specializes in helping banks improve their cross-selling capabilities. More information is available at www.truebridge.com.

About BISA

The Bank Insurance & Securities Association (BISA) is the nation's leading trade association dedicated to serving the needs of those responsible for marketing securities, insurance and other investment and risk management products through commercial banks, trust companies, savings institutions and credit unions. The membership includes financial institutions of all sizes, their broker/dealer, insurance, and mutual fund subsidiaries, and firms providing products and/or services to support these operations.