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**As Financial Wellness Programs Grow in Importance for Retail Banking, ApexEdge Introduces Low/No-Code Bill Negotiation and Subscription Cancellation Tool for Community Financial Institutions**

**BOSTON, April 27, 2021 –** In support of community banks’ and credit unions’ financial wellness initiatives for customers and members, ApexEdge, a partner-enablement platform that offers monthly bill and subscription management solutions to support the financial health of consumers, announced the availability of a “plug and play” widget that provides co-branded bill negotiation and subscription cancellation capabilities directly to consumers through the FI’s digital banking environment.

ApexEdge’s widget leverages open API technology, is easily integrated with an institution’s existing digital banking platform and is presented seamlessly within the user experience. Nationwide, U.S. consumers are already saving an average of ~$280 per bill negotiated through ApexEdge’s solutions. By providing institutions with the ability to more readily offer ApexEdge’s capabilities, including Billshark’s bill negotiation services, they are better positioned to both compete in the marketplace and foster stronger customer relationships.

“The advent of new no/low-code technologies are accelerating the pace of digital transformation for community financial institutions and with that, the service expectations of their customers and members,” Steven McKean, CEO and President at ApexEdge. “We developed this new widget specifically with this in mind to help banks and credit unions quickly and cost effectively bring our proven, industry-leading financial wellness tools and capabilities to market in a way that supports and strengthens their own brand.”

ApexEdge is an enablement platform that offers simple and accessible actionable intelligence solutions to help customers reduce stress and regain control of their financial lives. ApexEdge’s Billshark solution is a direct-to-consumer service that is delivered through the ApexEdge platform, supporting members’ and customers’ financial wellness journey by generating savings on their behalf.

**About Billshark**

Powered by the ApexEdge active intelligence platform, Billshark is the industry leader by volume, savings and ratings in the emerging bill reduction space. Backed by Mark Cuban, Billshark empowers consumers by saving millions of dollars through mobile, internet, phone, TV, home security and other monthly services bills negotiation plus canceling unwanted monthly subscriptions. With thousands of reviews, Billshark has a 4.9 Google rating! Visit [www.billshark.com](http://www.billshark.com/) or contact laura.beaulieu@billshark.com.

**About ApexEdge**

The ApexEdge active intelligence platform powers financial institutions, PFMs, fintechs, and other innovators as they deliver subscription and bill management to customers. By transforming insights into action, our concierge enablement solutions deepen relationships with meaningful, personalized conversations and real results. Customers save money and reduce stress. Partners grow from just advisors to indispensable advocates engendering loyalty plus new revenue. ApexEdge enables a direct-to-consumer innovations lab, Billshark, and is configurable for integrations ranging from simple affiliate to complete white label. Visit www.apexedge.com.