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PRESS RELEASE

FOR IMMEDIATE RELEASE:

DeepTarget Momentum Grows...Highest Adoption Rate Ever, According to EPL

Electrical Federal and Wolverine Credit Union join ten others within short time of launch

Huntsville, AL, March 8, 2010 – DeepTarget Inc. (www.deeptarget.com) today announced that Colorado-based Electrical Federal Credit Union and Alabama-based Wolverine Credit Union have selected DeepTarget OLB for their online banking environment in an effort to expand their respective marketing strategies and returns. They join ten other customers with EPL's online banking platform who have recently signed contracts for DeepTarget OLB. In addition, other EPL client credit unions are currently in the evaluation phase for DeepTarget. The EPL clients utilize i-Power® from EPL as their online banking platform.



Todd Proulx, EPL's Vice President of Sales, said "We believed that our clients would get great benefit from implementing DeepTarget OLB within online banking and used our Fall user conference as the platform to introduce it to our clients". He added, "**DeepTarget is the most successful launch we have had with any product or partnership. We had the highest adoption rate following a conference ever.** This is clear evidence that credit unions truly appreciate the concrete rewards possible from using the technology". Prior to their user conference, EPL worked with DeepTarget to ensure that there would be seamless technical integration of DeepTarget OLB into their online banking platform. In addition, they had also completed their due diligence to ensure that DeepTarget technology met or exceeded their high information security standards.

[Electrical Federal Credit Union](#) was established in 1953 to serve the financial needs of IBEW Local 68. Over 50 years, they have worked to grow and enhance the organization, expanding their financial services to help other labor unions and select Denver area groups and businesses which today number more than ten such groups. In addition to DeepTarget OLB, Electrical FCU also acquired DeepTarget Email for use in their email marketing campaigns.

A journey that began as Wolverine Employees Credit Union in 1948 as a part of Wolverine Tube Inc., [Wolverine Credit Union](#) today has a wider membership base that now includes anyone who



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lives or works in Morgan and Lawrence counties of Alabama. Over the years, their mission has remained unchanged to be a member-owned full service family financial center.

Today, they are the latest financial institutions to take advantage of this secure, hosted, electronic banner messaging solution that presents highly targeted offers to individual account holders within various online banking environments. Click [here](#) to review the other features and related benefits of DeepTarget OLB and [here](#) to view the complete list of DeepTarget clients and customer testimonials.

Preetha Pulusani, CEO, DeepTarget Inc., said "It has been exciting to see this momentum develop over the last few months. The value proposition and unique capabilities that characterize DeepTarget OLB are gaining recognition in the industry and with financial institutions of different sizes. The timing for serious digital marketing strategies in the Financial Services space is here and with the industry embracing the availability of this proven solution, we are able to further focus and invest in innovation. Ultimately, the objective is to provide increasing and enduring benefits for our customers."

DeepTarget's partner [EPL](#) is a credit union-owned integrated technology solutions provider founded 31 years ago and headquartered in Birmingham, AL. EPL is dedicated to enabling credit unions to achieve true differentiation through service delivery and continuing growth, with an ultimate goal of delivering a superior member experience. EPL and value added reseller Print Resources Inc., Birmingham, Alabama (www.printresourcesinc.com) were involved in these new customer acquisitions.

About DeepTarget Inc.

DeepTarget Inc. is an insight driven digital marketing company whose software is rapidly redefining targeted marketing. Through the use of DeepTarget marketing technology for online and other digital media, DeepTarget is able to provide comprehensive messaging solutions for businesses of varying sizes and in diverse industries. With anticipated significant growth in the online advertising and digital media industries, DeepTarget is uniquely positioned for sustained success. For more information, visit www.DeepTarget.com

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