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# PRESS RELEASE

*FOR IMMEDIATE RELEASE:*

## **Apple Federal Credit Union Selects DeepTarget OLB**

*Extensive evaluation leads Apple FCU to select innovative targeted banners for online banking*

Huntsville, AL, July 1, 2010 – DeepTarget Inc. ([www.deeptarget.com](http://www.deeptarget.com)) today announced that Virginia-based Apple Federal Credit Union, in an effort to expand their marketing strategies and returns, selected DeepTarget OLB for their online banking environment. Apple FCU joins other financial institutions currently enjoying the unique benefits of DeepTarget OLB. With more than 108,000 members, Apple FCU utilizes Intuit Financial Services (formerly Digital Insight) for their online banking platform.



Cynthia McAree, Vice President of Marketing for Apple FCU said “We recognized the need for an effective communication and marketing solution within online banking. This led us to an extensive evaluation of some of the offerings in the industry.” She added, “We selected DeepTarget OLB because it does what we need. Its unique benefits range from its ability to have

individual offer stacks for each online banking account holder, its ease of use when creating and updating banners, and its simplified implementation. There is also clear evidence that other credit unions truly appreciate the concrete rewards possible from using the technology”.

[Apple Federal Credit Union](http://www.applefcu.com) has been serving the educational community since 1956. Today, Apple Federal Credit Union continues this tradition of service with a full-range of high-quality, low-cost financial products and services designed to help members achieve their financial goals. Every one of Apple FCU’s more than 108,000 members owns an equal share of the credit union, and it is because of this dynamic that all earnings are returned to the membership in the form of lower loan rates and higher dividend yields. Today, Apple FCU is a “multiple bond” credit union, offering membership to many different organizations.

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



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benefits of DeepTarget OLB and [here](#) to view the complete list of DeepTarget clients and customer testimonials.

**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](http://www.DeepTarget.com)

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