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PRESS RELEASE

FOR IMMEDIATE RELEASE:

BANCServices Partners with DeepTarget to Deliver Innovative e-Marketing Products to U.S. Financial Institutions

New Partnership Provides Expanded Reach for DeepTarget's Online and Email products

Huntsville, AL, May 11, 2009 – DeepTarget Inc. (www.deeptarget.com), today announced that BancServices Corporation (www.bancservicescorp.com) has signed on as a value added reseller to actively promote and resell the DeepTarget product suite to their Financial Services customers nationwide.

“We are thrilled to welcome BancServices Corporation as value-added reseller of DeepTarget. Their rich client base and extensive experience with Financial Institutions enabled them to see the high value of DeepTarget for their customers. This partnership will certainly expand our reach within this industry,” said Preetha Pulusani, CEO of DeepTarget Inc. “With our company's strategy and success based on building and nurturing a highly productive and successful partner network, our goal is to arm them with extremely effective and highly competitive digital marketing solutions that in turn add significant value to *their* clients' marketing initiatives.”

BANCServices is focused on increasing profitable account relationships, and is based in Charleston, Missouri. This partnership will connect BANCServices' clients, over 500 U.S. based banks and credit unions, with DeepTarget's innovative product suite of digital marketing solutions. The benefits of this personalized and targeted e-marketing platform include high return on investment, a cost-effective solution as well as ease of use and implementation.

BANCServices, the Missouri-based Corporation, is comprised of former financial institution CEOs and regulators, legal and IT professionals, as well as experienced training, marketing, and graphic design personnel. BANCServices has become an industry leader by establishing a corporate structure that focuses on implementation, promotion, marketing, development and training for Courtesy Pay®. Currently, over 500 satisfied financial institution clients have implemented the BANCServices Courtesy Pay program. According to Jim Campbell, “DeepTarget's marketing technology is unique and offers valuable benefits to financial institutions. Based on our evaluation, we determined that adding the DeepTarget products to



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our overall offerings would be highly complementary, as well giving our clients a significant advantage in their marketing efforts".

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

About the BANCServices Group, Inc.

BANCServices delivers products, services and programs to help financial institutions turn strategic goals into reality. Comprised of former financial institution CEOs, legal and IT professionals, as well as experienced training, marketing and graphic design personnel, the BANCServices team provides thorough and ongoing support to ensure success. For more information about our suite of financial institution products and services, visit www.BANCservicescorp.com.

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