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# PRESS RELEASE

FOR IMMEDIATE RELEASE:

## **Donating to Your Community while Contributing to Your Bottom line**

*Financial Services Marketing Technology Provider DeepTarget Inc. Institutes Donation Program on Behalf of Clients*

**Huntsville, AL, August 17, 2009** – DeepTarget Inc. ([www.deeptarget.com](http://www.deeptarget.com)) today announced that the company will donate 10% of the actual DeepTarget OLB (Online Banking) monthly subscription revenue received on any new accounts to a non-profit organization of the financial institution client's choice. The economic downturn has left no one untouched. In the spirit of giving back to the industry and community, DeepTarget has instituted this very special program, effective immediately!. The non-profit to receive the donation will be named by the DeepTarget OLB client; this must be a legally recognized non-profit organization and can include a credit union league, a community banking association, a community organization or charity.

The donation will be made for six consecutive months beginning with the first month of service for any new client of DeepTarget OLB. If the client decides not to use the donation option, they can opt to receive a 10% discount on their monthly subscription instead, for the same first six months of service.

As an added benefit and in the interest of positively impacting the economy, it has been proven that DeepTarget's targeted marketing technology works to increase the revenue and profit of its clients. It has also proven its ability to be a cost saving measure, especially when customary marketing campaigns are not producing the highly positive ROI and profitability results that DeepTarget clients have come to appreciate (Case studies available on request).

To be eligible for the donation, the financial institution must sign an agreement for DeepTarget OLB services on or after Monday, August 17, 2009 and no later than forty-five days from viewing the product webinar. The program's overall merit will be evaluated strictly based on industry response and is expected to be in effect, at a minimum, for the remainder of 2009. In order to schedule your DeepTarget OLB webinar, or if you are interested in learning more about how you can take advantage of this program, please contact [sales@deeptarget.com](mailto:sales@deeptarget.com). For more information about DeepTarget OLB, visit the website at <http://www.deeptarget.com/OLB.html>.



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DeepTarget reserves the right to change the terms of this donation program, including cancelling it, at any time without prior notice.

**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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