



FOR FURTHER INFORMATION:

Jennifer Peel

(256) 217-4431

jennifer.peel@deeptarget.com

PRESS RELEASE

FOR IMMEDIATE RELEASE:

DeepTarget's Targeted Marketing within Online Banking To Be Showcased to Credit Unions at EPL Client Conference

EPL Inc. Partners With DeepTarget to deploy Targeted Display Advertising within EPL's Online Banking platform for their clients

Huntsville, AL, October 26, 2009 – DeepTarget Inc. (www.deeptarget.com) today announced that it would attend and present its flagship product for targeted marketing within online banking at the EPL 2009 Client Conference (www.eplinc.com). The annual event whose theme this year is “It’s a Whole New World”, starts today at the Gaylord Opryland Hotel and Convention Center in Nashville, TN. DeepTarget's presentation to the general session is titled “Are you using Online Banking Effectively Today to Generate Revenue and Strengthen Member Relationships?” and will be showcased at 2:30 p.m. on Wednesday, Oct 28th. The speakers will be Desi Desiderio and Susan Bowen of DeepTarget.

In response to current market and client requirements for highly effective and affordable online marketing solutions, EPL Inc. (www.eplinc.com) is actively promoting DeepTarget OLB (Online Banking) to its own online banking customers. EPL serves credit unions nationwide and will be working closely with existing DeepTarget business partner, Print Resources Inc. (www.printresourcesinc.com) to promote and resell DeepTarget products to their clients.

DeepTarget OLB is a secure, hosted, electronic banner messaging solution that presents targeted and personalized offers to members within online banking environments, such as the one supplied by EPL. The messages displayed on the banners are highly targeted to individual members. DeepTarget OLB has a proven track record of exceptionally high software return on investment (ROI). This can be attributed to the relevance of the marketing messages presented which increases the likelihood of members taking advantage of the offers. In addition, the online setting in general drives higher response rates, and when combined with DeepTarget's relevant offers, this helps to further boost the success of credit unions' marketing campaigns.

EPL Inc. is a credit union-owned integrated technology solutions provider founded 32 years ago and headquartered in Birmingham, AL. They are dedicated to enabling credit unions to achieve true differentiation through service delivery and continuing growth, with an ultimate



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goal of delivering a superior member experience. In addition, EPL has a totally open strategy that aims to provide this through various integrated technology that enables credit unions to drive their business from their member's perspective. These solutions include applications such as multi-channel consumer lending, shared branching, member analytics and marketing as well as the premiere core processing application: i-POWER®.

Todd Proulx, EPL's Vice President of Sales and Business Development, said "EPL has set a higher standard for totally open technology ultimately enabling more choices for our clients. We believe that EPL clients will benefit greatly from integration with DeepTarget's innovative marketing technology within online banking and other electronic channels. This initiative substantiates our commitment to the success of our credit union clients, where we work closely to meet their needs and enable them to differentiate from their competition."

Legacy Community Federal Credit Union (<https://www.legacycreditunion.com/>), an EPL online banking customer, is the most recent EPL client who has chosen to implement DeepTarget OLB in order to take advantage of DeepTarget's unique online ad targeting technology and boost their marketing and outreach efforts to members.

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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