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PRESS RELEASE

FOR IMMEDIATE RELEASE:

DeepTarget to Showcase Innovative Cross-Selling Solutions in Online Banking

Online and Email Marketing to be highlighted at Florida Credit Union League Annual Convention

Huntsville, AL, June 10, 2009 – DeepTarget Inc. (www.deeptarget.com), today announced that it would be exhibiting at the Florida Credit Union League Conference from June 17 to 20 at JW Marriott Orlando Grande Lake Resort in Orlando, Florida. Florida Credit Union League is celebrating the 75th Anniversary of the FCUL Convention and Exposition. As the largest event of the year for affiliated credit unions, this annual event attracts more than 1100 attendees from across the state. As the premier networking event, Florida credit union decision-making executives attend to network, learn about industry issues/trends, and find new ways to streamline operations. For more, visit: http://www.fcul.org/Home_Page_264.html.

This year, the convention also welcomes credit unions from the Alabama Credit Union League after its recent merger with Florida Credit Union League which together will be known as the League of Southeastern Credit Unions. The combined organization represents 332 credit unions with \$55 billion in assets.

DeepTarget Inc. will be highlighting and demonstrating its flagship product DeepTarget OLB for targeted marketing within Online Banking at booth number **713**. The product allows a credit union to market relevant products and services to an audience that is highly receptive, i.e. those who are already members of the credit union. DeepTarget will set rules to ensure accurate targeting based on the credit union's specific marketing initiatives and create unique sets of offers for each member. Marketing personnel can then manage the offers using an intuitive web application; Offer Manager boasts a growing library of over 700 banners from which to choose.

In addition, the innovative new email marketing product DeepTarget Email will be showcased. Email is a major channel for marketing today and according to industry sources, it outperforms all other media in terms of ROI. By being a highly cost-effective communication tool, it is an optimal channel to integrate into already stretched marketing budgets.



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Incorporating its patent-pending targeting technology, DeepTarget Email allows a marketing professional to focus on his target audience, offers and content rather than worrying about being an HTML wizard to create eye-catching email campaigns. The product delivers out-of-the-box intuitive features to create and manage multiple contact lists, various email campaigns and the ability to insert DeepTarget targeted and personalized banners, at extremely affordable pricing.

Credit Unions are looking for various means of outreach and marketing opportunities in an increasingly digital world, and DeepTarget OLB has been proven to provide significantly positive ROI to its customers already. In keeping with this benefit, the company's theme at the conferences will be to invite each credit union in attendance to "Be an ROI Rock Star" by using DeepTarget OLB and DeepTarget Email in order to obtain superb returns.

For more information on DeepTarget, visit www.DeepTarget.com.

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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