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PRESS RELEASE

FOR IMMEDIATE RELEASE:

DeepTarget Reg E Opt-In Solution Selected by Credit Unions

Turnkey Solution Adopted for Rapid and Effortless Implementation

Huntsville, AL, May 12, 2010 – DeepTarget Inc. (www.deeptarget.com) today announced that Metro Employees Credit Union, Kentucky; Family Advantage Credit Union, Tennessee; COMSTAR Federal Credit Union, Maryland; Community Credit Union, Florida; and SPC Cooperative Credit Union, South Carolina selected the DeepTarget Reg E Opt-In solution. They were among the first to select this new hosted and completely turnkey solution that will support financial institutions in achieving compliance with the new Regulation E overdraft amendment. Several other financial institutions are currently working with DeepTarget to follow this path.

DeepTarget Reg E Opt-In is a new turnkey solution that can work with these three different highly cost-effective electronic channels: **1) Website 2) Email 3) Online Banking**



According to Piper Graham, President of Metro Employees Credit Union, **“We were thoroughly impressed by the efficiency with which DeepTarget had the Reg E solution up and running for us – they guarantee a three business day turnaround and mean it! Our concerns about getting our Reg E compliance efforts in place in time were removed once we discovered this innovative**

solution”. She added, **“After our experience, I have made a concerted effort to reach out to other credit unions to inform them about this complete yet elegant solution. I commend DeepTarget for creating a solution and an implementation process that greatly reduces our time and effort”**”.

On the financial institution website or within online banking, the new DeepTarget turnkey solution works by displaying ready-to-use banners regarding the new regulation. This is an example of such a banner:





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When a person clicks on this banner online or within email, he or she is redirected to a page that contains the complete overdraft information that is required to be presented. In addition, they will be offered the ability to opt-in for coverage of overdrafts on ATM and debit card transactions, should they choose to do so. These pages can be customized for the branding of the Financial Institution.



Elizabeth Wilson, Branch Administrator, COMSTAR Federal Credit Union said, **“The implementation of DeepTarget’s Reg E solution was virtually effortless for us with the superb support that they provided. On day one, soon after our e-blast went out, we had over 300 members opting-in, with a steady stream since then using the website option. I highly recommend DeepTarget to other financial institutions facing Reg E compliance challenges”.**

As customers opt-in, they are automatically sent an email confirmation (written confirmation is required for compliance). In addition, regular reports will be delivered either daily or weekly to the financial institution about who opted in, providing updates on new acceptances, as well as an audit trail.

With the Email solution, the financial institution simply provides a contact list to which DeepTarget will send a customized and personalized email regarding Regulation E, as well as a link that will take them to the information and opt-in forms described earlier. This [new turnkey solution](#) has been designed for Regulation E compliance, with a view to making it effortless, rapid and cost-effective for any financial institution to implement. Visit the website [here](#) to learn more about it.

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