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PRESS RELEASE

FOR IMMEDIATE RELEASE:

Leader in Online Banking Innovation Jwaala to Resell DeepTarget's Targeted Marketing for Online Banking

Jwaala Partners With DeepTarget to deploy Targeted Display Advertising within their clients' Online Banking environments

Huntsville, AL, November 16, 2009 – DeepTarget Inc. (www.deeptarget.com) today announced that Austin based Jwaala <Better Online Banking> (www.jwaala.com) would resell DeepTarget OLB to its clients. In keeping with its spirit of innovation and mission of providing software for banks and credit unions that dramatically improves their online banking services, Jwaala's new partnership with DeepTarget allows the company to extend innovative targeted display advertising within online banking to its credit union and bank clients, thereby supplementing and enhancing its core offerings.

Jwaala's flagship product MoneyTracker (www.jwaala.com) enhances or replaces any bank or credit union's existing online banking solution with innovative and modern online tools. At its core, Jwaala MoneyTracker offers a complete PFM (personal financial management) solution, enabling online banking users to truly understand their finances, spending habits, net worth, and other key information. Breaking industry traditions, Jwaala allows clients to license its source code, providing maximum flexibility and long-term viability for the platform. Additionally, through an active client developer community, MoneyTracker continues to improve through creative input of the user community. Jwaala is the recipient of many awards including "Best of Show" at both the 2008 BAI Retail Delivery Conference and Finnovate Startup Conference. Their growing customer base currently includes 34 credit unions of varying sizes across the country.

DeepTarget OLB is a secure, hosted, electronic banner messaging solution that presents targeted and personalized offers to members within various online banking environments. The messages displayed on the banners are highly targeted to individual account holders.

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



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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.

Kelly Dowell, Jwaala's COO, said "Jwaala is all about the openness and extensibility of the MoneyTracker platform. Our partnership with DeepTarget is an example of our commitment to this philosophy. With the integration of DeepTarget OLB, MoneyTracker users can now take advantage of some very powerful targeted advertising capabilities."

Dupaco Community Credit Union (www.dupaco.com), a successful client of DeepTarget OLB since 2005, has achieved very high software ROI from its use. Based on its 2008 performance, Dupaco Community Credit Union was recognized by Lombard, Ill.-based Raddon Financial Group (RFG) as one of the Top 10 "Top Performing" credit unions in the United States with more than \$500 million in assets. They were presented the Crystal Performance Award which is designed to recognize credit unions for achieving a top ten ranking based on the RFG Performance Index™, a balanced scorecard measurement of growth, income, efficiency and margin management. Dupaco is expected to go live with the MoneyTracker Online Banking platform before the end of the year, making them the first joint client of DeepTarget and Jwaala.

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 Jwaala, LLC

www.iwaala.com- Jwaala's award winning online banking enhancement solution MoneyTracker is changing the face of online banking with integrated account aggregation, natural language transaction searching, personal financial management, consumer remote deposit, secure document repository, widgets, and customizable alerting options. All in a highly flexible and customizable online banking platform. Jwaala is simply Better Online Banking!