

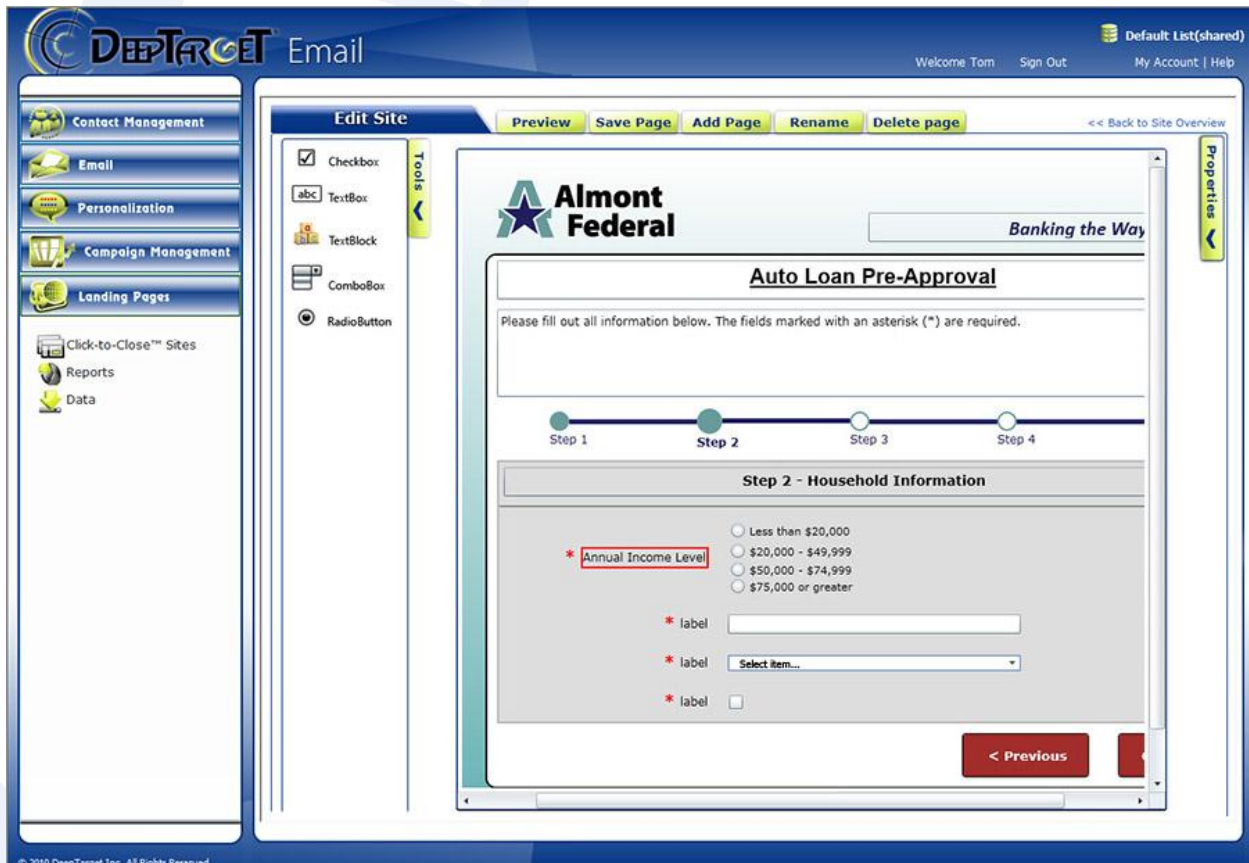
PRESS RELEASE

FOR IMMEDIATE RELEASE:

Landing Pages and More in New Release of DeepTarget Email

New Click-to-Close™ landing pages in DeepTarget Email give financial institutions the freedom and flexibility to effortlessly capture leads online and transact sales, 24/7

Huntsville, AL, November 29, 2011 – DeepTarget Inc. (www.deeptarget.com) today announced that it has released a significant new upgrade to its DeepTarget Email [product](#), providing users an effortless and affordable capability to create landing pages. With these enhanced features to DeepTarget's Click-to-Close™ Sites, DeepTarget clients can create their own micro websites ("micro-sites") simply and affordably in order to increase online lead capture rates. These new capabilities are available, at no extra cost, to all current and future DeepTarget Email clients.



Creating and Managing Multiple Microsites Using DeepTarget Email

The landing page engine features the following capabilities:

- The ability to create a complete a complete Click-to-Close[™] micro website including Welcome, Form, Error and Thank You pages.
- Pick from pre-defined templates to simplify creation of pages
- Multiple form creation to collect user data based on user requirements
- Flexibility to personalize look and feel with images and theme colors
- Reports on key statistics for your site to see who clicked and entered data (complete or partial)
- Report on all data submitted by users of the micro-site
- Customize using financial institution's branding and logo
- Easy to use and edit forms with multiple choices of fields such as radio buttons, check boxes, text boxes, and dropdown lists

In addition to Landing Pages there were even more user friendly features added to DeepTarget Email. These include:

- Click to View in Browser feature.
- Cancel a Campaign now allows the user to cancel at any point in the process (even after a campaign has begun to send).
- More font sizes are now available to the user.
- The ability to set the time zone for each campaign.

Email is a major channel for marketing today in businesses of all sizes. According to industry sources, it outperforms all other media in terms of ROI and is a highly cost-effective communication tool. Therefore, many more organizations continue to increase their email marketing budgets and this trend is seen to continue. [DeepTarget Email](#) ensures that marketing professionals have a highly effective solution that they can utilize themselves where the focus is on the right message to the right recipient, rather than on cumbersome tools and technology.

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