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PRESS RELEASE

FOR IMMEDIATE RELEASE:

More Financial Institutions Select DeepTarget

Multi-channel marketing technology DeepTarget is adopted

Huntsville, AL, December 15, 2011 - [DeepTarget Inc.](#) today announced that several more credit unions had selected DeepTarget products for their e-marketing initiatives. These include either or both DeepTarget OLB for cross-selling through online banking and DeepTarget Email for email marketing programs. Among the recent customers are: **Acclaim Federal Credit Union**, North Carolina; **Guardian Credit Union**, Alabama; **Northern New Mexico School Employees Federal Credit Union**, New Mexico; **Northern Star Credit Union**, Virginia and **Partner Credit Union**, Colorado.

Highly [measurable](#), DeepTarget OLB has a proven track record of generating large numbers of new accounts and balances with an exceptionally high software return on investment (ROI). [DeepTarget Email](#) takes the complexity out of creating personalized, relevant and therefore, highly effective, emails. These credit unions have selected one or more DeepTarget products to assist their e-marketing efforts.



[Acclaim Federal Credit Union](#) has been proudly serving its members since 1972. They have well over 8000 members and their assets total over \$29 million.



[Guardian Credit Union](#) was chartered in June 1958 and began by making short term travel loans to full-time technicians in the Alabama National Guard. Today they continue to serve all active and retired members of the Guard, as well as members of many other organizations. Their strength has enabled them to merge with Montgomery Railroad Credit Union, Industrial Relations Credit Union, and COMALA Credit Union.



Northern New Mexico
School Employees
Federal Credit Union

[Northern New Mexico School Employees Federal Credit Union](#) has a membership made up of employees of



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various public, private and parochial schools that are based in various cities and counties of northern New Mexico.



[Northern Star Credit Union](#) has stood the test of time.

Originally named the Navy Yard Credit Union, it opened

its doors in 1928. It survived the stock market crash of

1929 and the great depression. They now have over 18,000 members and \$99 million in assets.



[Partner Credit Union](#) was created when Denver

Water Department Credit Union and Eagle Legacy

Credit Union merged. Both credit unions have long

successful histories that began in the 1930's. Partner currently has over \$220 million in assets.

DeepTarget's flagship product, [DeepTarget OLB](#), takes advantage of precious digital real estate within online banking for cross-selling and communicating with account holders. It is a secure, hosted online advertising solution built on a one-to-one, multi-channel offer management platform. DeepTarget OLB presents highly targeted and personalized offers to members within various online banking platforms.

[DeepTarget Email](#) takes the focus on targeting and personalization into the realm of email marketing. Unique for its rich user experience, particularly in using rules to individually target email recipients with applicable images and messages, DeepTarget Email takes the complexity out of creating personalized, relevant and therefore, highly effective, emails.

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