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PRESS RELEASE

FOR IMMEDIATE RELEASE:

DeepTarget Fuels Momentum by Adding Twelve New Customers for its Targeted Banner System within Online Banking

Technology Aims to Boost e-Marketing Initiatives of Financial Institutions to Cross-Sell and Communicate at Considerable Cost-Savings and with Tangible Returns

Huntsville, AL, December 21, 2009 – DeepTarget Inc. (www.deeptarget.com) today announced that twelve credit unions across various states have recently signed on to implement DeepTarget OLB within their online banking environment in an effort to enhance their marketing efforts and returns. The new customers include:

- ACIPCO Federal Credit Union, Alabama
- Aventa Credit Union, Colorado
- Community Credit Union of Florida
- EBSCO Credit Union, Alabama
- Family Advantage Credit Union, Tennessee
- Guardian Credit Union, Alabama
- Gwinnett Federal Credit Union, Georgia
- Health Facilities Federal Credit Union, South Carolina
- Legacy Community Credit Union, Alabama
- Metro Employees Credit Union, Kentucky
- Palmetto First Federal Credit Union, South Carolina
- Public Service Credit Union, Michigan

These financial institutions are the latest to take advantage of this innovative e-Marketing solution. DeepTarget OLB is a secure, hosted, electronic banner messaging solution that presents highly targeted offers to individual account holders within various online banking environments. Click [here](#) to review the other features and related benefits of DeepTarget OLB.

Fueled by the momentum in digital marketing, financial institutions are beginning to look for effective ways to use a channel such as online banking for reaching out and communicating to individual account holders. DeepTarget OLB's targeting and personalization technology combined with its growing gallery of over 1100+ banners offers an optimal solution for financial



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institutions of any size. It is particularly well-suited to marketers who are looking for a non-technical user experience and expediency in the ability to implement new marketing campaigns or modify existing ones.

Moreover, the solution has a proven track record of delivering exceptionally high software return on investment (ROI) for clients over the past few years. This can be attributed to the relevance of the marketing messages presented which increases the likelihood of account holders taking advantage of the offers. In addition, the online setting in general drives higher response rates, and when combined with DeepTarget's relevant offers, this helps to further boost the success of marketing campaigns. The messages displayed on the banners can optionally be personalized with first name or a specific loan rate, for example. Click [here](#) to view the complete list of DeepTarget clients and customer testimonials.

DeepTarget OLB is universal and agnostic in support of various online banking platforms. Its customers have used a variety of online banking providers including [Harland UltraData](#), [Symitar](#), [Digital Insight](#) and [USERS](#). Of these recent new clients, several utilize i-Power® from EPL (www.eplinc.com), a credit union owned integrated technology solutions provider headquartered in Birmingham, Alabama.

DeepTarget's partner EPL and value added resellers Print Resources Inc., Birmingham, Alabama (www.printresourcesinc.com), The Marketing Resource Store, Atlanta, Georgia (www.marketingresourcestore.com) and Aha! A Creative Agency, Florence, Alabama (www.aha-creative.com) were separately engaged in these new customer acquisitions.

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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