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PRESS RELEASE

FOR IMMEDIATE RELEASE:

Select California, Texas and Alabama Credit Unions Adopt DeepTarget OLB

F&A Federal Credit Union, Abilene Teachers Federal Credit Union and Family Savings Federal Credit Union amongst newest DeepTarget clients

Huntsville, AL, September 23, 2009 – DeepTarget Inc. (www.deeptarget.com) today announced that select credit unions in California, Texas and Alabama have recently signed on to implement DeepTarget OLB within their online banking environment in an effort to enhance their marketing efforts and returns. DeepTarget OLB is a secure, hosted, electronic banner messaging solution that presents personalized offers to members within Online Banking. The messages are targeted based on rules that are developed in conjunction with the credit union. The relevance of the marketing messages presented in this online environment increase the likelihood of members to take advantage of the offers, and the effortless online setting helps to further increase response rates. The following financial institutions are some of the latest to take advantage of this innovative e-Marketing solution:

Abilene Teachers Federal Credit Union (www.abileneteachersfcu.com) was founded in 1950 and currently serves the residents of Taylor and Callahan counties of Texas. With more than 26,000 members, their stated mission is to provide comprehensive services to their members in an efficient, friendly and professional manner. A member of the Texas Credit Union League, they pride themselves on being a financial institution that is conservatively run, federally insured and member oriented, recording their best growth year to date in 2008. By adopting DeepTarget OLB implemented on their Digital Insight online banking system, they are committed to using this new and innovative marketing channel to building enhanced member relationships with their online members. Abilene Teachers FCU was introduced to this product by The BANC Services Group (www.bancservicescorp.com), DeepTarget's value added reseller based in Charleston, Missouri.

F&A Federal Credit Union (www.fafcu.org) was chartered in 1936 to provide financial services to employees of the Los Angeles County Fire Department and Agricultural Department. From opening day assets of \$26, F&A has grown to holdings in excess of \$1 billion and over 40,000 members. As one of the largest credit unions in America, F&A has had a singular commitment



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for over 70 years to ensure that their members receive caring and personal service along with exceptional value. According to Mike Harden, Executive Vice President/COO of F&A, "Our implementation of DeepTarget OLB is in line with our mission to provide our members with the highest quality of service on a wide range of products and services. This also continues our commitment to maintain our competitive status and remaining on the leading edge of technology while maintaining a robust financial position". F&A uses the online banking platform from Ultradata.

Family Savings Federal Credit Union (www.familysavingscu.com) serves individuals and businesses from its headquarters in Gadsden, Alabama. Founded in 1951 by seven Goodyear Tire and Rubber employees who pooled \$5.25 each, they currently have 50,986 members and over \$237 million in assets. Their mission and focus continues to be service to their members. With DeepTarget OLB, the credit union has extended its ability to reach out and market to their online members with targeted and personalized messages. DeepTarget will be utilized on their Symitar online banking platform. Family Savings FCU was introduced to this product by Print Resources Inc (www.printresourcesinc.com), DeepTarget's value added reseller based in Birmingham, Alabama.

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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