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# PRESS RELEASE

*FOR IMMEDIATE RELEASE:*

## **DeepTarget Welcomes Obee & Associates As New Partner**

*New Partner to Resell DeepTarget products to Credit Union Customers in the Northeast*

Huntsville, AL, July 7, 2010 – DeepTarget Inc. ([www.deeptarget.com](http://www.deeptarget.com)) today announced a new affiliate reseller partnership with Pennsylvania-based Obee & Associates. Established in 1978, Obee and Associates focuses on credit unions in Eastern Pennsylvania, Delaware and New Jersey. They offer insurance and loan processing programs combined with personalized service



## **Obee & Associates**

to their credit union customers in this region. Through this affiliate partnership that includes Conmar

Systems and DeepTarget, Obee & Associates will resell state-of-the-art e-Marketing products from DeepTarget to their loyal regional credit union customer base.

While insurance products are an important part of Obee and Associates, they offer much more than insurance. Committed to the success of their credit union customers, they work with “specialist” companies to offer a diverse set insurance and technology products as well as training programs that can help to impact credit union efficiency and profitability. “DeepTarget products clearly fall into this category”, said John Obee, President of Obee & Associates and added, “We are excited to begin offering these innovative targeted marketing solutions to our credit union customers”. DeepTarget products include the following:

**DeepTarget OLB** for credit unions and banks is a secure, hosted, electronic banner messaging solution that presents targeted and personalized offers to members within various online banking environments. Highly measurable, DeepTarget OLB has a proven track record of exceptionally high software return on investment (ROI) and has been shown to boost the success of marketing campaigns.

**DeepTarget Email**, the newest product, 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.



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**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](http://www.DeepTarget.com)