

PRESS RELEASE

FOR IMMEDIATE RELEASE:

Automated Turnkey Solution to Ease and Accelerate Regulation E Compliance

Website, Email and Online Banking Solutions to Help Financial Institutions Achieve Timely Compliance, Accelerated Response and Revenue Retention

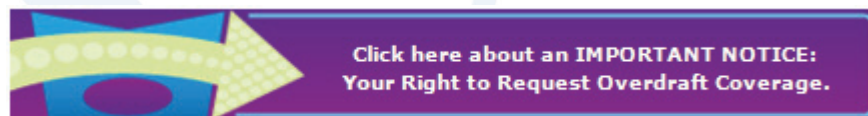
Huntsville, AL, March 18, 2010 – DeepTarget Inc. (www.deeptarget.com) today announced a new hosted and completely turnkey solution that will support financial institutions in achieving compliance with the new Regulation E overdraft amendment.

DeepTarget Reg E Opt-In is a new turnkey solution that can work with three different highly cost-effective electronic channels –

- 1) **Website**
- 2) **Email** and
- 3) **Online Banking**

The solution has been designed to follow the Federal Reserve Board's [model form](#) for presenting this information to customers and members and can be implemented and functional in as few as three business days. The Regulation E amendment limits the ability of a financial institution to assess an overdraft fee for paying automated teller machine (ATM) and one-time debit card transactions that overdraw a consumer's account, unless the consumer affirmatively consents, or opts-in, to the institution's payment of overdraft for these transactions.

On the website the new DeepTarget turnkey solution works by displaying ready banners regarding the new regulation. This is an example of such a banner:



When a person clicks on this banner online or within email, he or she is redirected to a page that contains the complete overdraft information that is required to be presented. In addition, they will be offered the ability to opt-in for coverage of overdrafts on ATM and debit card transactions, should they choose to do so. These pages can be customized for the branding of the Financial Institution.



FOR FURTHER INFORMATION:

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As customers opt-in, they are automatically sent an email confirmation (written confirmation is required for compliance). In addition, regular reports will be delivered either daily or weekly to the financial institution about who opted in, providing updates on new acceptances, as well as an audit trail.

In the case of Online Banking, the solution is more targeted and personalized by taking advantage of additional information about the account holder who has logged in. With the Email solution, the financial institution simply provides a contact list to which DeepTarget will send a customized and personalized email regarding Regulation E, as well as a link that will take them to the information and opt-in forms described earlier. The rest of the workflow for both of these options is the same as that of the Website option.

This [new turnkey solution](#) has been designed for Regulation E compliance, with a view to making it effortless, rapid and cost-effective for any financial institution to implement. Visit the website [here](#) to learn more about it.

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