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PRESS RELEASE

FOR IMMEDIATE RELEASE:

Expanding Presence for Innovative Cross-Selling Solutions in Online Banking

DeepTarget OLB to be launched at Texas and Alabama Credit Union League Conferences this week

Huntsville, AL, April 13, 2009 – DeepTarget Inc. (www.deeptarget.com), today announced that it would be exhibiting at two state credit union league conferences this week. State Credit Union Leagues provide credit unions in their states with valuable resources, products, services and programs to meet current and future challenges and include education and training, advocate activities, regulatory/compliance assistance, technical assistance, research and new product development, marketing ideas, and public relations resources.

The first of these is Texas Credit Union League's 75th annual meeting that will be held in Austin, Texas from April 14 to 17 (www.tcul.coop/annualmeeting/). DeepTarget Inc will be highlighting and demonstrating its flagship product DeepTarget OLB (Online Banking) at booth number 616. The Texas Annual Meeting and Convention is an event that brings together delegates from all 21 districts within the state and has a growing attendance of more than 700 credit union staff and board members from over 200 credit unions. The Texas Credit Union League is the official state trade association serving credit unions in Texas.

Accompanying Birmingham-based partner Print Resources, DeepTarget Inc. will also be in attendance at the Alabama Credit Union League's (www.acul.com) Annual Meeting and Education Symposium to be held at Destin, Florida from April 14 to 16. Established in Birmingham in 1934, the Alabama Credit Union League (ACUL) is a statewide trade association that represents the 176 credit unions and their 1.6 million members in Alabama. The 2009 Annual Meeting and Education Symposium aims to celebrate 100 years of credit union history while providing an extensive array of sessions to address today's economic climate and the unique challenges faced by credit unions.



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Credit Unions are looking for various means of outreach and marketing opportunities in an increasingly digital world, and DeepTarget OLB has been proven to provide significantly positive ROI to its customers already. In keeping with this benefit, the company's theme at the conferences will be to invite each credit union in attendance to "Be an ROI Rockstar" by using DeepTarget OLB within their online banking in order to obtain superb returns.

"The distinctive ability for us to reach out to our online members 24x7, and to do so in a highly personalized manner are exceptional benefits of DeepTarget," said Roger Loftis, VP of Sales and Marketing, Silver State Schools Credit Union, Las Vegas, a customer of DeepTarget since 2007, "We are able to easily direct specific and unique offers that are relevant to individual members, and this has contributed to high response rates and returns. In addition, the regular reporting and analytics provided by DeepTarget help us to continually enhance and upgrade our e-marketing efforts."

For more information on DeepTarget, visit www.DeepTarget.com.

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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