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PRESS RELEASE

FOR IMMEDIATE RELEASE:

Third Degree Advertising Partners to Resell DeepTarget e-Marketing Products

Advertising Agency Sees Clear Advantages for Increasing Their Customers' Online Revenue

Huntsville, AL, June 4, 2009 – DeepTarget Inc. (www.deeptarget.com) today announced that Oklahoma City based Third Degree Advertising (www.thirddegreeadv.com) is now a Value Added Reseller for DeepTarget's e-Marketing product suite. This brings a new offering that combines targeted and personalized marketing in mixed digital media into their current suite of offerings for their credit union and other clients.

"We are pleased to welcome Third Degree as a new value-added reseller for DeepTarget. They have an excellent reputation for bringing forward new ideas and innovations that can benefit their clients' marketing efforts and we are glad to see them now deploy DeepTarget for this purpose." said Preetha Pulusani, CEO of DeepTarget Inc. "Our future success depends on finding the right partners, and innovators such as Third Degree, who already have an established client base, certainly fit this mold."

A recognized advertising agency of over 13 years, Third Degree serves up a fresh approach to marketing by providing strategic planning for media buying, social marketing, web development and creative services for growing credit unions and other businesses. Third Degree's comprehensive mixed-media campaigns have been provided to twenty credit unions and many other industries including healthcare, higher education, technology, telecommunications, professional sports, and entertainment. Their professional team utilizes a patented state-of-the-art research process to uncover customer motivations and expectations as they relate to a particular brand. This is utilized as part of the overall marketing strategy that is conceived and implemented for the client, which combines new ideas with innovative creative approaches in order to reach the target audience and influencers. The DeepTarget product suite is a natural fit in the overall mix of media that is available, especially as it has already been proven to achieve extremely high ROI.



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“Third Degree chose DeepTarget Inc. as a partner because we recognized the great potential, particularly in Deep Target OLB and DeepTarget Email. We pride ourselves on being proactive with respect to our customers, and that means always keeping an eye out for the right innovations and opportunities that can be used for their benefit. This partnership equips us with the emerging and rapidly growing world of online and e-marketing solutions that can be deployed to increase revenues and profits for our clients.” said Third Degree CEO Roy Page. “We look forward to utilizing the Deep Target e-marketing product suite not only for the benefits of our current clients, but also to expand our reach in the market.”

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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