



FOR FURTHER INFORMATION:

Jennifer Peel

(256) 217-4431

[jennifer.peel@deeptarget.com](mailto:jennifer.peel@deeptarget.com)

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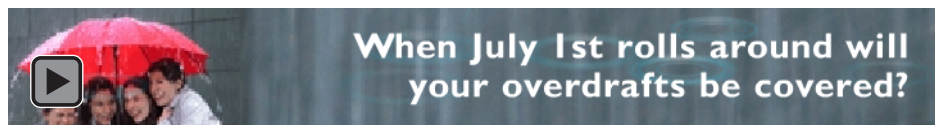
FOR IMMEDIATE RELEASE:

## A Reg E Solution Now, with New Income Potential – [Free Webinar Series](#)

*Complete Automated Solution for Website, Email and Online Banking to Accelerate Reg E Compliance*

Huntsville, AL, April 6, 2010 – DeepTarget Inc. ([www.deeptarget.com](http://www.deeptarget.com)) today announced a [webinar series](#) featuring Reg E compliance that introduces a new hosted and completely turnkey solution that will support financial institutions in achieving compliance with the new Regulation E overdraft amendment.

The Reg E Opt-In solution offered by DeepTarget is a completely hosted turnkey solution that utilizes your website, online banking and email to inform your customers or members about Reg E and invites them to opt-in using the FRB's [model form](#). The form can be customized to reflect the branding of your financial institution. Rapid implementation – turnaround of 3 business days\* or less with minimal support from the financial institution is not just our goal, it's a guarantee. This is *not* a Reg E strategy, roadmap, plan, tools or a workshop as you might have seen advertised elsewhere. Instead, it is a complete solution.



The April schedule for this [webinar series](#) is provided below (all timings are **Central Daylight Time**). Click [here](#) to register for any of these webinars.

1. **Wed, April 7 at 10:30 am** – “Reg E Compliance – Retain Fee Income”
2. **Wed, April 14 at 1:00 pm** - “A Reg E Solution Now, with New Income Potential”
3. **Thu, April 22 at 10:00 am**- “A Reg E Solution Now, with New Income Potential”
4. **Tue, April 27 at 1:00 pm**- “A Reg E Solution Now, with New Income Potential”

In addition to the Reg E Opt-In solution, this webinar will show you how you can generate new income to offset any loss due to Reg E. Using a very cost-effective channel and solution, you



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can generate new income by cross-selling relevant products in a targeted and personalized manner to your online banking account holders. Pulling from a growing gallery of over 1200 ready-to-use banners, marketing managers can quickly create or update offers using a rich web application designed for marketers. An intelligent engine forms the core of [DeepTarget OLB](#), using rules defined by you to create unique offers for each, individual account holder. To top it off, you can measure the impact – not just with clickthroughs and views of the banners but with actual income and ROI.

**\*This applies to the website and email options; 3 business days is guaranteed from the time that the financial institution returns our concise implementation questionnaire which should take a very short time to complete.**

#### 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)