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# PRESS RELEASE

FOR IMMEDIATE RELEASE:

## DeepTarget in 2011: A Year of Growth for Multi-Channel Targeted Marketing

*Increased Adoption by Financial Institutions, More Product Capabilities and New Partners*

Huntsville, AL, December 30, 2011 - [DeepTarget Inc.](http://www.deeptarget.com), experienced a year of growth in 2011 and announced healthy adoption of their Multi-Channel Targeted Marketing products by financial institutions across the United States. The following financial institutions adopted DeepTarget Products in 2011:

- Symitar customers for DeepTarget are: Washington-based **Numerica Credit Union**; **Atlantic Regional Federal Credit Union** based in Maine; **Changing Seasons Federal Credit Union**, Maine; **Anne Arundel County Employees Federal Credit Union**, Maryland.
- HomeCU customers for DeepTarget are: **Dannemora Credit Union**, New York; **Acclaim Federal Credit Union**, North Carolina and **Jefferson County Employees Credit Union**, Alabama. **Pagoda Federal Credit Union**, Pennsylvania; **Pocatello Railroad Federal Credit Union**, Idaho; **Bucks First Federal Credit Union**, Pennsylvania; **Acclaim Federal Credit Union**, North Carolina;
- Synergent customers for DeepTarget are: **Casco Federal Credit Union**, **New Dimensions Federal Credit Union**, **Atlantic Regional Federal Credit Union**, and **Evergreen Credit Union** all in Maine.
- **Union Bank** selected both DeepTarget OLB and DeepTarget Email to implement their multi-channel marketing strategy. Union Bank utilizes [NetTeller](http://www.netteller.com) from Jack Henry & Associates for their online banking platform. **City of Memphis Credit Union** of Tennessee also utilizes NetTeller.
- **Credit Union of New Jersey** uses Intuit Financial Services for their online banking platform.
- **MY Credit Union**, Texas and **Northern New Mexico School Employees Federal Credit Union**, New Mexico both use EPL for their online banking platform.



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- **Northern Star Credit Union** is the first shared client between Share One, Inc and DeepTarget.
- **Riverset Credit Union**, Pennsylvania with DeepTarget Email is mutual client of a DeepTarget and OSI.
- **Partner Credit Union** of Colorado (merger of Denver Water Dept & Eagle Legacy CU).

**DeepTarget also delivered several product enhancements throughout 2011:** A major new set of capabilities to [DeepTarget OLB](#) to increase the effectiveness of targeted marketing through online banking was [to create landing pages](#) and micro websites easily and at no additional cost. These new Click-to-Close™ landing pages in DeepTarget OLB give financial institutions the freedom and flexibility to effortlessly capture leads online and transact sales, 24/7

**New Capabilities Added to [DeepTarget Email](#) to increase effectiveness of email marketing:**

- A Timesaver (or two) to Create Targeted Lists
- More Personalized Messages In One Easy Step
- Enhanced Contact Management Capabilities
- Click to View in Browser feature
- Ability to Cancel a Campaign
- More font sizes are now available to the user
- The ability to set the time zone for each campaign
- New Click-to-Close™ landing pages

DeepTarget has built a legacy of close [partnerships](#) for its business. The end of 2011 brought in an additional key partnership with Share One, Inc. As a CUSO business, Share One has three decades of service in the financial software industry, with [credit union customers](#) across many states.

#### **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).