PRESS RELEASE *FOR IMMEDIATE RELEASE*

DEEPTARGET LAUNCHES NEW INTUITIVE USER EXPERIENCE

DeepTarget is now even easier to use with a sleek, new contemporary look and feel

Madison, AL – December 16, 2019 — Today, FinTech company, DeepTarget, Inc. launched their new user experience making it available immediately to all their customers. The user experience features an interface that been designed and developed over several months and has a new, contemporary aesthetic that is easier to use with responsiveness and compatibility for any devices. The focus is on a user-centric design that has married visual design with usability making important information more prominent for ease of use and learning.

Attendees of last month's DeepTarget Customer Success webinar were treated to a sneak preview of the new user experience and it was launched to a small group of beta customers prior to being released this month. The new design and user experience has been universally well received by those who have had access to it for its contemporary look and enhanced ease of use. It will be immediately available to all customers along with the previous user interface for a short period to ensure a smooth transition to the new experience. A short video showcasing the new user experience can be viewed here.

"The design and development of the new user experience is an important investment that we made. Our objective is to make it ever simpler for DeepTarget to be deployed by its users and this is another big step in that direction." said Jill Homan, President, DeepTarget. "Based on the responses we have received so far, we believe our customers will be delighted with the transformed user experience. Now, it will be easier than ever to "Design Once, Engage Everywhere" – the key differentiator that DeepTarget brings to the industry, no matter what platforms or applications financial institutions use".

Monthly, DeepTarget's intelligent marketing and sales automation solution delivers more than 220 million impressions and has generated influenced sales of 12,300 new deposit and loan products for its partner community banks and credit unions, realizing a response rate of 40X the industry standard.

DeepTarget's built-in performance analytics provide growth metrics regarding new deposits/loans generated, including behavioral data specific to various channels. Combined with the data-driven

customer intelligence used for targeted and personalized communications and virtually 95% automation, DeepTarget provides clear differentiation and successful results.

Demonstrations, Pricing, & Availability DeepTarget for Mobile, Online Banking, Email and Web are available for demonstration and purchase by contacting DeepTarget or one of our reseller partners. To learn more about our DeepTarget Partner program, you can email us sales@deeptarget.com.

About DeepTarget Inc.
Today, hundreds of credit unions and banks across the country are using DeepTarget solutions. By automating the use of customer information, these intelligent cross-selling and customer engagement solutions deliver targeted product offers and pinpointed one-to-one messaging to millions of their banking customers. Digital channels such as mobile banking, online banking, web and email engage banking customers in a seamless communications experience, wherever, whenever and however they bank. Actionable analytics enable financial institutions to make informed decisions and drive measurable, positive result that drive success - in accelerating cross-selling, promoting product adoption, increasing loan demand and income.

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