ANNOUNCEMENT *FOR IMMEDIATE RELEASE*

DEEPTARGET BESTOWS ACCOLADES ON CLIENTS

Three DeepTarget Clients Received Awards

Madison, AL – May 7, 2020 — Fintech company, DeepTarget Inc., honored three of their clients with awards for their performances in April 2020. The awards, which were announced during DeepTarget's monthly Customer Success Webinars, were given for both Campaign of the Month and SuperSTAR of the Month based on the clients' ad performance.

For the first time in DeepTarget's history, they awarded two Campaign of the Month winners. The award recipients were chosen for their powerful creatives in digital marketing campaigns and the clickthrough rates of these campaigns. The first winner is Chief Marketing Officer, Evelyn Hobbs, at Market USA Federal Credit Union who ran a COVID-19 information campaign that resulted in remarkable clickthrough rates. Amy Shuey, Marketing Manager, and Jasmyne Till, Marketing Assistant at America's Credit Union are the second winners for Campaign of the Month. They were bestowed this award for their COVID-19 campaign, which yielded excellent clickthrough rates.

DeepTarget also awarded the SuperSTAR award to a deserving client for April. They were selected because of their utilization of the Best Practices set forth by DeepTarget, resulting in laudable KPIs and KEIs. DeepTarget's Key Engagement Indicator or KEI^{TM} is a performance rating which also doubles as a peer ranking number. The KEI provides a financial institution with the ability to measure how well they are engaging their members or customers.

Joleen M. Granados, Senior Marketing Director at Partner Colorado Credit Union, received this award for their outstanding KPI and KEI results throughout the month. Three of their banner ads for the month were in the 25 top performing ads of all campaigns running on DeepTarget. Their campaign used a mix of relevant consumer loans, financial wellbeing and loan payment relief.

All three of these award winners utilize the DeepTarget solution in order to engage their members with relevant messaging and offers. True to its adage *Design Once, Engage*

Everywhere™, DeepTarget enables financial institutions to plan and design data-powered campaigns one time and use them to engage their account holders in unique digital experiences across all digital app spaces. In December 2019, the DeepTarget platform served up 241 Million Impressions to 1.86 million digital banking customers resulting in over 13,600 new deposits, loans, and card acquisitions. DeepTarget has seen these monthly statistics increase month-over-month since January of 2016, an indicator of industry attentiveness to digital transformation. Investments in Customer Success paid off as 2019 usage of the DeepTarget platform increased by 174% along with an increase of 105% in real account openings when compared to December 2018.

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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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