



Intrasweep Launches Demand Deposit MarketplaceSM— Redefines How Banks Manage Deposits and Liquidity

New York, December 15—[Intrasweep LLC](#) launched [Demand Deposit MarketplaceSM](#) (“DDM”), a revolutionary deposit and liquidity management tool for banks.

DDM is a virtual marketplace of participating banks that enables them to acquire balance sheet deposits, send deposits off their balance sheet, and exchange deposits with other banks, all with daily liquidity. Banks can acquire additional deposits to increase loanable funds, send out excess deposits to generate income, and exchange deposits to maximize their customers’ FDIC insurance coverage without decreasing their deposit base. The diversity of geography, asset size, and business focus of the marketplace banks creates an efficient system that meets the banks’ needs on all sides of the equation and preserves the sanctity of customer relationships.

“DDM enables banks to be more flexible and have greater control of their balance sheet, with 100% daily liquidity, no matter the deposit environment they may be in,” said John Drahzal, Managing Director, Intrasweep. “The interesting phenomena taking place in the banking industry is that, while many banks are seeking to improve their liquidity position and are gathering deposits, their customers are demanding that their funds be fully FDIC insured beyond the current \$250,000 per legal ownership. DDM brings banks together to solve their needs and those of their customers simultaneously.”

According to the [FDIC](#) roughly 30% of deposits held in domestic bank offices were uninsured as of September 30, 2009. Banks in DDM provide [expanded FDIC protection](#) to all of their customers by exchanging deposits in excess of the current \$250,000 limit with other banks with the same constraints. This enables all of the banks within the marketplace to maintain their level of deposits when they choose with 100% liquidity and provide their customers with a smart way to protect more of their savings.

“I am delighted with the level of control and the flexibility DDM provides for my bank’s liquidity needs,” said Cory Newsom, President and CEO of [City Bank Texas](#) in Lubbock, Texas. “And with the ability to offer expanded FDIC protection, I am now in a very strong position to grow my customer base and attract new business that will ultimately benefit the communities we serve.”

“DDM is the deposit, liquidity, and funding tool that offers banks the most choice, security and stability. And their customers will benefit by freeing them from the structure of CD programs,” added Drahzal.

Banks interested in participating in Demand Deposit Marketplace are encouraged to contact info@intrasweep.com.

About Intrasweep LLC

Intrasweep LLC is an innovative bank service company focused on supporting the deposit and liquidity needs of banks and their commercial customers. With more than 300 banking clients nationwide and more than \$5 billion placed on bank balance sheets, Intrasweep offers banks sweep solutions that generate and retain deposits, improve balance sheet liquidity, and provide strategic cash management solutions for their customers. Intrasweep is the exclusive provider of Demand Deposit MarketplaceSM.

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