



IMMEDIATE RELEASE

Intrasweep Expands Sales Effort to Support Increased Demand

New York, August 11, 2009—Intrasweep LLC is pleased to announce that Mark Kelley has joined the company as Vice President and Regional Consultant. Intrasweep is proud to welcome Mr. Kelley, a bank industry expert and thought leader, to lead its sales and education efforts to banks throughout Texas, Oklahoma and New Mexico.

“We are delighted to have Mark join our team,” said Steve Genereau, Intrasweep’s Director of Bank Sales. “Mark brings more than 10 years’ experience in the banking industry. His consultative style uniquely combines education with product and funding strategies knowledge to meet a bank’s deposit and liquidity needs, particularly in today’s market climate.”

As a Vice President and Regional Consultant, Kelley is responsible for educating and presenting deposit and liquidity solutions to banks in his states. “Even the most stable banks are looking for new and cheaper ways to acquire deposits to strengthen their balance sheets and improve liquidity,” said Kelley. “Intrasweep’s innovative and proven solutions smartly align the needs of its bank clients and their customers,” he added. Prior to joining Intrasweep, Kelley was an independent consultant with Clark Consulting.

“Now more than ever, banks are realizing the importance of the on-balance-sheet sweep solution that Intrasweep has been providing for more than a decade. Mark has extensive experience in helping bankers define the smartest solutions to benefit banks, their customers and community,” added Genereau.

About Intrasweep LLC

IntrasweepSM is an innovative bank service company dedicated exclusively to supporting the deposit and liquidity needs of banks and their commercial clients. With more than 300 [bank clients](#) nationwide and more than \$5 billion retained on bank balance sheets, Intrasweep offers banks a cash sweep solution that generates more core deposits, improves balance sheet liquidity, facilitates local lending and provides strategic cash management solutions for commercial customers. For more information about Intrasweep, visit www.intrasweep.com. Intrasweep LLC is a wholly owned subsidiary of [Double Rock Corporation](#).

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