



**IMMEDIATE RELEASE**

## **Intrasweep Continues Expansion— Aligns Executive Consulting Team**

New York, March 15, 2010—[Intrasweep LLC](#) announced that it expanded its sales consulting team to better serve the needs of its growing number of bank clients. Peter Grabell, Vice President, was recently hired to oversee West coast sales, and Scott Watson, Vice President, was promoted to oversee East coast sales.

“Peter and Scott are well positioned to provide in-depth deposit and liquidity consultations to our bank clients,” said John Drahzal, President, Intrasweep. “In addition, their combined 40 years in the banking industry will ensure our clients are best prepared to grow their banks regardless of the deposit environment.”

Mr. Watson has spent the majority of his professional career assisting banks across the United States in enhancing asset quality, diversifying portfolios, driving fee income and improving liquidity. Prior to Intrasweep, he served as National Director of Sales for Unalysys, LLC and was Sales Manager, Financial Services and Strategic Initiatives for Jack Henry Banking.

Mr. Grabell’s expertise is in formulating strategic growth plans and business development plans for banks of all sizes. Prior to Intrasweep he was Executive Vice President at Bridger Commercial Funding, Manager of Business Development for GE Capital Real Estate and President of Grabell Equities Corporation.

Intrasweep’s move to grow its consulting team comes on the heels of its successful launch of its [Demand Deposit Marketplace<sup>SM</sup>](#) (DDM) in late 2009. DDM is a product that enables banks to acquire stable deposits to increase loanable funds, send deposits off their balance sheet to generate income, and exchange reciprocal deposits with other banks to provide [expanded FDIC protection with 100% liquidity](#) to their customers without decreasing their deposit base.

“It is clear that expanding our reach and sharing new ideas and innovative product solutions in this challenging environment has provided immediate value to our clients,” added Drahzal. “The reaction we have received thus far about DDM is proving to be a powerful shot in the arm to the banking industry.”

### **About Intrasweep LLC**

Intrasweep LLC is an innovative bank service company focused on supporting the deposit and liquidity needs of banks and their customers. With more than 300 banking clients nationwide and nearly \$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 integrated with all major core processors and is the exclusive provider of Demand Deposit Marketplace.

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