



IDC Deposits Corp. Offers On-Line Marketing Program via BankMarketingCenter.com

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ATLANTA, March 1, 2010 - Institutional Deposits Corp. ("IDC Deposits"), which provides community banks with innovative and efficient ways to gain reliable access to money market funds from large investors, announced that BankMarketingCenter.com (BMC) is now providing online marketing solutions for IDC Deposit's MMAX money market program. BMC is being used by banks and holding companies to decentralize the marketing process. The banks are able to add their own creativity to their private labeled site, giving their banks and branches the ability to personalize and customize the ads for their market, while still protecting the "Brand."

"Our MMAX program allows banks to offer expanded FDIC insurance on money market deposits to their retail customers. In just a few keystrokes, our MMAX banks can create customized marketing materials that can be printed or emailed on demand. We are very excited about offering this new automated turnkey process to our MMAX customers," said Kim Weeks, President of IDC Deposits.

IDC's MMAX program continues to grow as retail bank clients remain concerned about FDIC insurance coverage – MMAX is safe and secure and provides those retail clients with peace of mind. "By offering our program via IDC Deposits, BMC can help community banks create and customize their own marketing content in a cost-effective and efficient manner" said Neal Reynolds, President & CEO of BankMarketingCenter.com. He added, "Banks are trying to find ways to cut back on their expenses, and we believe we have an answer for the marketing arena."

Institutional Deposits Corp. (IDC Deposits) provides *Investing, Funding, and Fee Income Solutions* through innovative money market deposit programs. The MMAX program allows banks to offer to retail, commercial and public customers, safety and liquidity large deposits as all deposits are FDIC insured. IDC offers banks with excess funds an alternative to the fed funds sold option, increasing yield without sacrificing liquidity. Banks that need funding can purchase liquid money market deposits, yet the deposits are reliable and long-term. For more information, please visit www.IDCdeposits.com or call 770-917-5851.

BankMarketingCenter.Com (BMC) Banks of all sizes from all over the US are saving hundreds of dollars each month from using BankMarketingCenter.com. Our web-based technology puts banks in complete control of the ad production process, saving valuable time and money. We have thousands of marketing ideas for ads, direct mail, posters, flyers, and statement stuffers on the web site. For a personalized demo on how this technology can help your bank, please call IDC Deposits at 770-917-5851 or visit the website directly at www.bankmarketingcenter.com.