



**IMMEDIATE RELEASE**

## **Intrasweep Names John N. Drahzal President**

New York, January 25, 2010—Intrasweep LLC, provider of the bank industry's first core deposit commercial sweep and 100% liquid expanded FDIC sweep, announced that it has elevated John N. Drahzal to President. Drahzal will be responsible for defining the firm's growth and brand strategies and furthering Intrasweep's leadership in the bank marketplace as deposit and liquidity specialists.

"Mr. Drahzal was instrumental in creating value for our clients over the past year in arguably the most difficult environment for community banks in recent memory," said Frank Bonanno, the company's spokesman. "By enhancing Intrasweep's sales structure, expanding client relationship management coverage and supporting the launch of Intrasweep's Demand Deposit Marketplace<sup>SM</sup>, a revolutionary deposit and liquidity management tool that enables banks to offer their customers expanded FDIC protection with 100% daily liquidity, Mr. Drahzal has elevated Intrasweep's profile in the bank space and positioned the company favorably in 2010."

"I am honored to take on this new role during this pivotal time in the banking industry," said Drahzal. "Coming off of 2009, banks are telling us that they need more sophisticated solutions at their fingertips that are flexible to meet their deposit and liquidity needs no matter the market environment. Intrasweep's first-to-market solutions address this issue head on and I look forward to continuing to partner with the banking community to help our clients achieve success."

Intrasweep offers its [Demand Deposit Marketplace<sup>SM</sup>](#) (DDM), 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 maximize their customers' FDIC insurance coverage without decreasing their deposit base.

Intrasweep is the industry's first provider of [On-Balance-Sheet Sweep<sup>SM</sup>](#), a commercial sweep that enables business customers to earn interest on excess funds in their checking accounts by uniquely sweeping to a money market deposit account held within the bank. The On-Balance-Sheet Sweep helps banks to retain core deposits, which can be used to fund loan demand and support local communities.

Mr. Drahzal has more than twenty years experience in the bank and broker-dealer markets. Prior to joining the firm, he was Director of Distribution at Prudential's JennisonDryden funds, and prior to that he served as Chief Marketing Officer at Promontory Interfinancial Network. Mr. Drahzal received his MBA from Case Western Reserve University and his B.S. in business administration from Skidmore College.

### **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, Intrasweep's patented and patent-pending technology enables banks to implement 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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