



FOR IMMEDIATE RELEASE

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**Double Rock Corporation Names
Mark E. Benson
Managing Director, Chief Marketing Officer**

New York, March 17, 2010 -- Double Rock Corporation (Double Rock), a leading cash management and technology company, announced today that Mark E. Benson has joined the company as its first Managing Director, Chief Marketing Officer. Benson will be directly responsible for the development and management of Double Rock's strategic global integrated marketing initiative and each of its companies' integrated marketing programs. Double Rock companies include: Access Control Advantage, Inc. (ACA), Island Intellectual Property LLC, Intrasweep LLC, Landing Rock Group LLC and Liquid Insured Deposits (LIDs).

"Mark is a senior-level strategic, results-oriented marketing and communications executive with more than twenty years of experience, including both classical brand marketing and direct response marketing. He has built brands and positioned companies as industry leaders, and we are very confident that Mark's experience will make him a valuable asset to Double Rock's leadership team," said Frank Bonanno spokesman for Double Rock. In addition, "Mark has a track record of leading integrated marketing departments with programs that positively impacted employees, clients and shareholders—taking successful companies' marketing organizations to the next level". Moreover, Bonanno said "clients of Double Rock's companies will immediately benefit from Mark's expertise in creating strategic integrated marketing programs designed specifically to help them grow their businesses regardless of the market environment."

"Double Rock's companies have the most amazing array of advanced, forward-thinking and innovative first-to-market products and services that I have ever seen in the financial services industry," said Benson. "Creating integrated marketing programs that strategically align these products and services with our clients' business goals and objectives present a unique opportunity to do something exceptional for Double Rock's clients. I am very excited to join the Double Rock team and be part of this process."

Prior to joining Double Rock, Mr. Benson served as President of Mark E. Benson & Associates, a full-service integrated marketing firm with clients that included Wells Fargo & Company and most recently was Chief Marketing Officer for Key Bank USA, National Association's Champion Mortgage — a division of KeyCorp. Mr. Benson's other senior-level positions include Executive Vice President, Marketing for the Economic Development Corporation in New York City and National Director of Marketing and Communications for the global financial services company DCI. In addition, Mr. Benson serves on the Advisory Board of The Advanced Marketing & Media Group, LLC.

Double Rock Corporation is a leading financial technologies company providing the industry's most innovative cash management and cash-related solutions to the broker-dealer, bank, qualified plan, and retail direct markets.

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