



Landing Rock's Expanded FDIC-Insured Solution Piques Consumer Interest

New York, August 6, 2009—[Landing Rock](#) Insured Deposits Direct continues to expand its appeal to individuals and businesses seeking a safe and convenient way to protect their cash. The company recently enhanced its web-based Insured Deposits Direct offering, which enables individuals and businesses to safeguard up to \$2.5 million of their cash with FDIC insurance through one convenient account.

"We have made some significant improvements to the Insured Deposits Direct product over the past several months and have made our web user experience more fluid," said Frank Bonanno, the company's Marketing Director. "In today's difficult environment, consumers designate safety as their highest priority for their cash. Our goal is to provide exactly what our customers want and then go beyond that with unique and innovative product attributes."

Insured Deposits Direct currently provides up to \$2.5 million of FDIC protection and enables all types of customer accounts to earn interest, including [business accounts](#). The company's patented and patent-pending technology makes the complex concept a simple reality. By utilizing a network of banks, deposits are allocated so that no one bank's deposits exceed the current maximum insurance level of \$250,000 per account type and registration.

"Having ten times the amount of FDIC insurance protection with 100% daily access via checks and debit cards is a powerful combination," added Bonanno.

About Landing Rock

Landing Rock is a cash services company that enables individuals and business owners to have the security of up to \$2.5 million of FDIC protection through one convenient account. It offers the only direct expanded FDIC-insured program available to all account types with 100% daily liquidity. More information is available at www.LandingRock.com.

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