

Deep Field Technologies to Merge With Chinese Auto Service Company

Sino-US AutoMart is Largest Auto Repair Company in Beijing

Matawan, NJ, January 31, 2007 – Deep Field Technologies, Inc. (OTC Bulletin Board: DPFJ) announced today that it has executed a final and definitive Amended and Restated Securities Exchange Agreement to acquire Beijing Sino-US Jinche Yingang Auto Technological Services Ltd. (“AutoMart”), the premier automobile after service company in Beijing, China. AutoMart is a China based joint venture recently formed between Beijing Silver Harbor Car Service Center and Mayflower Auto Group, LLC. For accounting purposes, the transaction will be classified as a reverse merger with AutoMart considered the acquirer.

The transaction will close within the next 45 days following the satisfaction of certain legal requirements, including the mailing of a notice to shareholders of Deep Field. The merged company will continue to trade on the OTC Bulletin Board.

AutoMart is the first auto service joint venture created since China entered the World Trade Organization. AutoMart focuses on automobile after-sales services, including maintenance and repairs, insurance, parts sales, interior furnishings, care products, tires, and windshields.

Mr. Pang Guisan, Chairman and President of Automart, stated, “Automotive repair and maintenance within Beijing is currently a highly fragmented business, comprised of a large number of smaller local businesses. AutoMart, through its chain of automotive repair and maintenance facilities, operates the largest such chain in Beijing, employing a staff of nearly 450 employees.”

Previously, Mr. Pang served as a top government leader, overseeing a great number of state-owned companies. Mr. Pang was part of one of the first groups of government officials who left government for the private sector in 1980. Since then, Mr. Pang has successively served as a high ranking official at major corporations and served as the Deputy Chairman of the China Vehicle Association, and the Deputy Chairman of the Vehicle Service Association of China.

Jerry Mahoney, Chairman of Deep Field Technologies, further explained, “We are pleased to have finally reached this point. We hope the company will become the dominant auto care company in all of China.”

Mark Meller, CEO of Deep Field, stated, “It took a long time to get to this point, but doing due diligence on a company half a world away can sometimes be difficult and painstaking. But due diligence is now finalized, and we now know we have as a partner one of the finest companies in China, and a management team that is committed to our success. We now have certified audited statements and we now know there is a great opportunity for our company in China. Everyone involved should be excited about this.”

About Deep Field Technologies

Following the completion of the contemplated share exchange, Deep Field’s principal business will be conducted by its operating subsidiary, AutoMart. AutoMart (Beijing Sino-US Jinche Yingang Auto Technological Services Limited) is a full service automotive repair and maintenance company operating throughout Beijing, China. For more information, contact

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Certain information included in this press release, may contain forward-looking statements about our current and expected performance trends, growth plans, business goals and other matters. These statements may be contained in our filings with the Securities and Exchange Commission, in our press releases, in other written communications, and in oral statements made by or with the approval of one of our authorized officers. Information set forth in this press release contains various “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. The Private Securities Litigation Reform Act of 1995 (the “Act”) provides certain “safe harbor” provisions for forward-looking statements. The reader is cautioned that such forward-looking statements are based on information available at the time and/or management’s good faith belief with respect to future events, and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in the statements. Forward-looking statements speak only as of the date the statement was made. We assume no obligation to update forward-looking information to reflect actual results, changes in assumptions or changes in other factors affecting forward-looking information. Forward-looking statements are typically identified by the use of terms such as “anticipate,” “believe,” “could,” “estimate,” “expect,” “intend,” “may,” “might,” “plan,” “predict,” “project,” “should,” “will,” and similar words, although some forward-looking statements are expressed differently. Although we believe that the expectations reflected in such forward-looking statements are reasonable, we can give no assurance that such expectations will prove to be correct.