

**PRESS CONTACT:**

Clint Hughes  
Sr. VP of Marketing  
972-897-7057  
[chughes@datadrivethru.com](mailto:chughes@datadrivethru.com)



**For Immediate Release**

**Data Drive Thru names George W. Sadler, Sr. as EVP of Sales**

Dallas, TX. February 18, 2009 – Data Drive Thru, Inc. (DDT) announced today that George W. Sadler, Sr. will join the company as the Executive Vice President of Sales.

Mr. Sadler is a thirty-year veteran sales executive, visionary and team leader for organizations ranging in scope from start-ups to billion dollar Fortune 500 corporations such as Motorola. His range of experience in diverse industries and market segments documents an extraordinary cross-functional management background. As Founder of Coast to Coast Sales, an electronics retail sales organization, Sadler has a record of increased shareholder value, profitable sales results, focused market penetration, and sustained customer service levels in every corporate assignment.

"I am excited to welcome George Sadler to DDT. He has a proven track record of driving profitable sales as well as broad experience in distributing and merchandising consumer electronics technology," said Paul L. Andrus, founder, President and CEO of Data Drive Thru, Inc. "His mission at Data Drive Thru is to serve as a catalyst for positive change providing sales leadership based on experience, and a high level of service."

**About Data Drive Thru, Inc.®**

Data Drive Thru is the innovator of patented NSTL Technology™ (No Software To Load) that has been first applied to a line of intelligent computer cable products that solve the problem of data transfer between two personal computers/laptops (PCs). Its unique patented technologies automate the process of getting data from one PC to another. Data Drive Thru has also become the voice for millions of average PC users that are searching for easier and faster products that allow them to get the most out of their individual computer experiences. The Company's software products are designed to protect the consumer from personal ID theft and malicious programs designed to infect or damage the PC. Its products are designed with the average PC user in mind. Part of the company's intellectual property is in its "connection to the people" that provides direct consumer feedback and market testing programs to create a unique knowledge and vision for this growing and powerful PC buyer group. Data Drive Thru's global headquarters are in Dallas, Texas.

*Data Drive Thru®, PC Armor are trademarks of Data Drive Thru, Inc.*