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For Immediate Release

Data Drive Thru® Prosecutes NSTL Technology™ Patent Infringers.

Patent infringement claims filed against a major electronics retailer and suppliers

Dallas, Texas – March 31, 2009 – Data Drive Thru, Inc. (DDT) announced today that the company has filed suit in U.S. District court against infringers of its patent of an intelligent computer cable, marketed as NSTL Technology™. This utility patent is significant in that the claims cover the transfer of data and files between two electronic data processing machines (computers) using a “smart cable” apparatus that automatically loads and runs software embedded within the device simply by plugging the device into specific interfaces of a computer such as a USB port. The patent has been assigned to the company by its founder, Paul L. Andrus, and includes fifteen claims and six embodiments of the invention.

“Two of our products, The Tornado™ and PC-to-PC File Transfer For Dummies™, which use our patented NSTL Technology have been hugely successful on Live Shopping channels like QVC and HSN,” said Paul L. Andrus, founder, President and CEO of DDT. “We have also been available in over 4,000 retail locations. We have spent millions of dollars to prove market validation of this technology and we will vigorously defend our intellectual property against any and all infringers.”

The Tornado and PC-to-PC File Transfer For Dummies are automated and self-contained file transfer micro computers that are small enough to fit into a shirt pocket. They feature retractable USB cable mechanisms and network two computers in a matter of seconds simply by plugging it in to the USB port of each computer. A user-friendly, split screen will appear showing the entire contents of each computer and allow for a simple drag and drop action to move files from one machine to another at speeds of up to 25 Mb per second. They are invaluable daily tools and can also be used to quickly back up files to another machine. The Tornado and PC-to-PC File Transfer For Dummies are compatible with most Microsoft operating

system programs including Windows 98 SE, Windows ME, Windows 2000, Windows XP and Vista.

“Someone once said that imitation is the sincerest form of flattery,” said Clint Hughes, Sr. Vice President of Marketing and Business Development for DDT. “This is market validation of our technology and the demand for simple easy to use tools to solve a massive problem of moving data between computers. However, any company thinking of copying our patents should be forewarned.”

For more information go to www.DataDriveThru.com, www.TheTornado.com, or contact Clint Hughes at 972-897-7057 chughes@datadrivethru.com.

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.

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