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**For Immediate Release**

**Data Drive Thru names Kim Banchs as Director of DR Marketing**

Dallas, TX. June 15, 2009 – Data Drive Thru, Inc. (DDT) announced today that Kim Banchs will join the company as the Director of DR Marketing.

Ms. Banchs has over 18 years experience in marketing and selling direct-to-consumer during which she has launched and built many high profile consumer products and brands. From 1991 to 1998 she worked at QVC – US and QVC - UK, rising through the ranks to become a buyer in an area that generated over \$90 million in sales. She has also served as the Executive Producer and VP of Marketing for the New York-based infomercial agency, Tactica. She also conceived of and built a division within Transitional Marketing Partners (TMP) called Product Partners, to bring products to the live shopping world via Home Shopping Network (HSN). Three years ago Ms. Banchs started Creative Response, a consulting company that works with products and brands to create and execute go to market strategies. Ms. Banchs is also a regular on-air host at HSN.

"Kim has a proven track record of getting the consumer to respond; to pick up that phone or go to that web site and buy the product," said Paul L. Andrus, founder, President and CEO of Data Drive Thru, Inc. "Her influence will be felt across multiples forms of media."

**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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