

PRESS CONTACT:

Clint Hughes
Sr. VP of Marketing
972-897-7057
chughes@datadrivethru.com



For Immediate Release

Data Drive Thru names Bernt Askildsen as Vice President of Technology

Dallas, TX. August 10, 2009 – Data Drive Thru, Inc. (DDT) announced today that Bernt “BA” Askildsen will join the company as the Vice President of Technology.

Mr. Askildsen has held executive positions in several successful early stage high-technology corporations over the last decade. With Master degrees in electrical engineering and technical management he effectively bridges the communication gap between the marketing and engineering departments to ensure the delivery of products within time, budget and specifications. As an expert executive manager Mr. Askildsen has supervised a variety of interdisciplinary product development projects both in-house and outsourced overseas. His executive experience includes Vice President Engineering at Realtronics and most recently as Vice President at Lloyds Systems where he was instrumental in moving the robotics company into the global leader in their market niche. In addition to deep technical knowledge of the design and manufacturing of electronic products, BA possesses strong business acumen and a proactive intellectual property protection philosophy.

"At DDT our mission is to make technology easily accessible and understandable to the average consumer. Bernt has the technology and marketing experience to help us achieve that mission," said Paul L. Andrus, founder, President and CEO of Data Drive Thru, Inc. "He also has extensive patent experience with over 18 patent applications and issued patents to his credit while with various technology companies. This experience will help us establish and protect our intellectual property assets and expand our product offerings."

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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