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For Immediate Release

PC Armor™ is Picked as the Preferred PC Security Solution on eCOST.com

eCOST.com has chosen PC Armor™ to be their #1 recommended PC security software solution

Dallas, Texas – September 1st, 2009 – Data Drive Thru, Inc. (DDT) announced PC Armor™ will be featured and heavily promoted by eCOST.com as its number one choice for a PC security software solution. PC Armor™ monitors all programs, activities and behavior on your PC and paralyzes any harmful actions that may compromise the security of your computer. PC Armor's patent pending design provides triple layer protection that DETECTS, WARNS and PROTECTS your PC unlike other security solutions.

PC Armor will be featured prominently throughout eCOST.com's advertising and sales efforts. From home page presence, through the checkout process on eCost.com to email blasts to its customers, PC Armor™ will be the first choice in PC security software when purchasing a PC. "This is tremendous exposure for PC Armor™ and Data Drive Thru," said Paul L. Andrus, President and CEO of Data Drive Thru. "In this crowded market space, it is great to be recognized as a superior product."

eCOST.com is a wholly owned subsidiary of PFSweb, Inc. with nearly half billion dollars in annual revenue. eCOST is a leading multi-category online retailer of brand-name merchandise offering approximately 200,000 products in several primary merchandise categories, including computers, software, networking, electronics and entertainment, TV's, plasmas and monitors, cameras and camcorders, memory and storage.

PC Armor™ provides unmatched triple layer protection. The top layer constantly tests every website on the Internet and detects those programs or files that could harm your PC commonly known as "malware". The next layer works with your Internet browser and warns you via red,

yellow or green icons which sites are safe to enter. The third layer goes deeper into your PC to protect it in ways that traditional PC security software can't. PC Armor does not need to know about a virus or malware ahead of time to protect the PC – unlike traditional security software offerings.

eCost.com was looking for a PC security software product that would be unobtrusive for its customers, something its customers could install with ease and confidence. PC Armor will not slow down the performance of its customers' computers.

Clint Hughes, Vice President of Marketing and Business Development for Data Drive Thru, Inc. said, "eCOST.com has always been one of our best e-commerce retailers. We are very pleased to have been selected above all the other PC security software products to be featured on its site. PC Armor™ is simply the best PC security solution on the market today and eCOST.com is helping us bring it to masses."

PC Armor™ is available on eCOST.com at \$39.99 for a one year subscription. For more information contact Clint Hughes at 972-897-7057 or 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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