

PRESS CONTACT:

Clint Hughes

VP of Marketing

972-897-7057

chughes@datadrivethru.com



Data Drive Thru Begins Distribution of Patented Retractable USB, Data and Audio Cable Product Line

Data Drive Thru begins shipping twenty-four new SKUs under its exclusive sales and marketing rights acquired from Retractable Technologies LLC.

Dallas, Texas – September 1st, 2007 – Data Drive Thru, Inc.® announced it has begun shipping a line of products featuring a patented retractable cable winding mechanism and a patent pending break-through flat mini USB cable. Using its licensing rights acquired earlier this year from Retractable Technologies LLC, Data Drive Thru, the exclusive U.S. master distributor for computer products containing the widely used retractable cable mechanism invention found in US Patent No 6,733,328, began shipping related products to customers and distributors. The retractable cable winding device is found in most unlicensed USB-based retractable cable products. The mechanism is activated by pulling on both ends of the cable to release or retract the cable. The mechanism can also be found in many computer power cables, mobile device cables, headphones, earphones, computer mice and other cable based computer products.

“These new products expand our product offering tremendously,” said Paul Andrus Founder and CEO of Data Drive Thru. “The ease of use, convenience and mobility of these products carry on the tradition we started with The Tornado™ – to make using computers easier for everyone – especially our target market - the average PC consumer.”

There are twenty-four different products included in this expansion with six of them featuring the patent pending Magic Cable™. Data Drive Thru is the only US provider of products using the patent pending Magic Cable, the new flat USB cable which meets the international standard limiting electromagnetic interference (EMI) to under 30Db due to superior patent pending conductor configuration and flat cable shielding. “This new and substantially smaller flat 2.0 cable is the first to meet the standard set for the larger round cables,” said Paul “DJ” Reber, Chief Technology Officer for Data Drive Thru. “Without meeting these sanctioned international safety standards, excessive electromagnetic interference is not only unhealthy to the user, electrostatic discharge (ESD) can cause damage to connected USB devices. This is truly the safest flat mini USB high speed cable in the market today.”

“This is just the first wave of additional products we are adding to our line up in this fast growing retractable cable category,” said Clint Hughes, Vice President of Marketing and Business Development for Data Drive Thru. “We plan on adding to our line of accessories that can be used with PCs, mobile phones, PDAs, MP3 players, iPod™ and iPhone™ products in the very near future.”

These new products are available at www.TheTornado.com and selected retailers. For more information contact Clint Hughes at 972-897-7057 chughes@datadrivethru.com.

About Data Drive Thru, Inc.®

Data Drive Thru is the innovator of intelligent computer cable products that solve the problem of data transfer between two personal computers/laptops (PCs) and accessory devices. 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. Data Drive Thru is also the only authorized and licensed company to sell the popular retractable USB and audio cable products under an exclusive master distributor agreement with the patent holder of the '328 retractable winding technology. 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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