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Data Drive Thru Announces New Distribution Deal Through European Alliance

UK based Interglobal and TV-Network to distribute The Tornado and other Company products in the European Union, Canada and other international markets

Dallas, Texas – June 26th, 2007 – Data Drive Thru, Inc.® today announced its expansion into the European Union and Canadian markets with agreements signed with London based Interglobal, LLC and TV Network. Interglobal will be promoting The Tornado™ and other Data Drive Thru products through Direct Response channels worldwide and select regional retail channels. TV Network, which owns four infomercial channels in the UK, will be selling The Tornado on all these channels in short and long infomercial formats. Interglobal is an international As-Seen-On-TV distributor with offices in London, Hong Kong, Mexico City and Toronto.

“This is our first major international distribution deal and reflects the global appeal of our data transfer microcomputer product line,” says Paul L. Andrus, Founder and CEO of Data Drive Thru. “We already support nine languages out-of-the-box as there is a universal need for an easy and fast solution to transfer files between PCs regardless of what country you live in.” The agreement also calls for expansion into overseas retail markets.

“We have a long and successful history of introducing products into these international markets through our network of distributors and DRTV companies like TV Network,” said Kym Bramm, CEO of Interglobal. “The Tornado is perfect for our markets.” John Bramm, CEO of TV Network said, “We are very excited about this product. We plan on airing 30 minute long form infomercials and 1 to 2 minute direct response TV commercials on numerous channels across Europe. The spots will begin airing in August of 2007.”

The Tornado is the first automated, self-contained file transfer micro computer. Small enough to fit into a pocket, The Tornado features two retractable USB cables and networks two PCs in a matter of seconds simply by plugging it in to the USB port of each computer. A user-friendly, split screen automatically appears showing the entire contents of each computer and allows for a simple drag and drop action to move files from one PC to another at speeds up to 25 Mb per second. The Tornado can also be used to quickly back up files to another machine and is compatible with

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

The Tornado, winner of Yahoo! Tech's "Last Gadget Standing" Competition at the 2007 International Consumer Electronics Show, has earned international acclaim as "the Best Gadget in the world" by providing an easy solution to the PC-to-PC transfer needs of the everyday consumer as well as those of advanced IT professionals. The Tornado also won the Best Computer Accessory award at the prestigious Retail Vision event in April of this year.

The Tornado™ is available at www.TheTornado.com for \$59.95 and comes with a free copy of PC Eraser to protect consumers against identity theft. 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). 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 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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