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The Tornado is an Early Sell Out on QVC with 1-Day Sales of \$1 million

The Tornado is a huge success as the “Today’s Special Value” on the QVC shopping channel

Dallas, Texas – July 6th, 2007 – Data Drive Thru, Inc.® today announced its successful airing yesterday as QVC’s “Today’s Special Value.” Everyday QVC chooses a product to feature for a 24 hour period. On July 5th The Tornado™, combined with a free copy of PC Eraser™, was the special of the day. “The goal is to sell out during the last showing at 11PM the day of the special,” said Clint Hughes, Vice President of Marketing and Business Development for Data Drive Thru. “We surprised everyone by selling out after the 5 PM show, which is an amazing feat considering it was during a holiday weekend.”

QVC started with over 26,000 units of The Tornado selling several thousand during the first midnight showing alone. “We are very excited by the response of the QVC viewers,” said Paul Andrus, founder and CEO of Data Drive Thru. “This proves that the ease and convenience of The Tornado resonates with the average PC user which makes up a large percentage of the 92 million+ households that watch QVC.” Andrus continued, “This success establishes regular spots for our product on QVC. We’re very impressed with the quality and professionalism of QVC, its staff and on-air talent. We’re looking forward to a long and successful relationship with this valuable customer and sales channel.”

Hughes continues, “Many of the callers said that they had been putting off buying a new PC because of the hassle of moving all their personal files from their old PC to their new PC. They said that The Tornado was the solution they had been waiting for.”

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, CES audience winner of Yahoo! Tech's "Last Gadget Standing" competition at the 2007 International Consumer Electronics Show, has earned its national acclaim as "the Best Gadget" by providing an easy solution to the technical needs of everyday consumers and techies alike. 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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