

Clint Hughes
Vice President, Marketing
Data Drive Thru, Inc
972-897-7057
chughes@datadrivethru.com

Jodi Burack
Giles Communications LLC
914-798-7132
jburack@giles.com

Data Drive Thru Announces an Alliance with Robot Genius to Offer Consumers a Suite of Intelligence Software to Fill The Security Holes Left By Standard Anti-Virus Packages.

Leading-edge behavior-based security software from Robot Genius with features and functionality previously afforded only by large enterprises is made available to all PC users through an OEM agreement with Data Drive Thru.

Dallas, TX. – November 15th, 2007 – Data Drive Thru, Inc® continues its mission to provide new and innovative products and services for the average PC user, with a consumer-friendly version of a behavior-based, intelligent PC protection package. The Company has partnered with Oakland, California-based Robot Genius, Inc. to deliver PC Armor™, a suite of three complementary software offerings that provide extra layers of protection for computer users in areas left exposed by traditional AntiVirus programs

“We want all our offerings to be easy-to-use for the average PC user,” said Paul L. Andrus, Founder and CEO of Data Drive Thru. “PC Armor will meet that criterion. Although it will be a complex behavior-based technology behind-the-scenes, it runs transparent to the user unless a serious problem has been paralyzed before it can execute itself. PC Armor will protect their PC in a way that AntiVirus can’t because standard AntiVirus programs have to wait for a virus to come out and then they write the script to cure the problem and send the scripts out to their subscriber base. PC Armor can detect and stop such problems BEFORE they are widely known by the AntiVirus companies giving our customers zero-day protection.”

“The explosion of increasingly sophisticated bots and rootkits, combined with the continued lag by signature-based security vendors, has resulted in a substantial number of computers that are infected without their owners’ knowledge,” said Stephen Hsu, CEO for Robot Genius. “Data Drive Thru is serving its customers well by stopping such threats from contaminating their PCs with a consumer version of our patent-pending technology.”

PC Armor will not need to know about a virus or malware ahead of time to protect your PC. PC Armor will monitor all programs and activities at the kernel level and paralyze any activity or behavior that might compromise the security of your PC. The PC Armor suite will also include RG Crawler™ and RG Guard™, which act as a first layer of defense against known bad executables that attack through the Web.

“RG Crawler is a farm of servers and algorithms developed by Robot Genius that is the industry’s first crawler that automatically tests websites for malware executables that could damage your PC or cause problems,” said Paul, “DJ” Reber, Chief Technology Officer for Data Drive Thru. “RG Guard takes the information received from RG Crawler, integrates it into your Internet browser and displays information about the website before you visit it. When these products are combined with PC Armor the consumer gets three additional layers of protection that are missed by traditional AntiVirus software packages.”

PC Armor can work in tandem with an existing AntiVirus package or work alone on a new PC. It will retail for \$19.95 for a one year subscription. It will be available at www.thetornado.com and computer product retailers nationwide in the first quarter of 2008.

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. Data Drive Thru is also the only authorized and licensed company to sell the popular retractable USB and audio cable products. 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.

About Robot Genius

Robot Genius, Inc. creates behavior-based technology that locates, identifies and protects against various forms of malware. Its products include RGcrawler data, the most comprehensive 'blacklist' of all exact URLs containing malware on the Internet; RGguard, a lightweight browser plug-in enhancement that works in tandem with the RGcrawler data; and Spyberus, a behavior-based anti-malware desktop security client. Robot Genius, is headquartered in Oakland, California. For more information, visit www.robotgenius.net.

Data Drive Thru®, PC Armor™ and NSTL Technology™ are trademarks of Data Drive Thru, Inc. RGcrawler™, RGguard™, Robot Genius™ and Spyberus™ are trademarks of Robot Genius, Inc. All other trademarks are the property of their respective owners.