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Data Drive Thru Receives World Wide Exclusive For Dummies® Brand License for Award-Winning PC-to-PC File Transfer Product.

Wiley Publishing and Data Drive Thru reach agreement on release of patented PC-to-PC migration tool under For Dummies® brand for major retailers

Dallas, TX. December 21, 2007 – Data Drive Thru, Inc.®, a Dallas based company, has reached an agreement with Wiley Publishing to receive the worldwide exclusive to produce and distribute **PC-to-PC File Transfer for Dummies**. The For Dummies® brand, popular for providing easy guides to solving common everyday challenges, from cooking to working with technology, now offers one of its latest “how to” packages for an issue many PC-users struggle with; transferring data from one computer to another. The **PC-To-PC File Transfer For Dummies** product, includes a seamless compact file transfer microcomputer, an instruction manual, and the PC-To-PC File Transfer For Dummies Guide, which provides tips on how to use the transfer device over and over again on multiple personal computers.

The file transfer device is the creation of Data Drive Thru, a leading innovator of consumer electronic products containing its patented NSTL Technology™ (No Software to Load) , which has teamed up with the For Dummies brand, a long-trusted consumer solutions provider, to offer this easy-to- use, must-have tool to PC users.

With the **PC-to-PC File Transfer For Dummies**, new computer buyers can avoid the daunting task of figuring out how to get all their important files from their old machine to a new one or from any Windows PC to another Windows based PC. There is no software to load, no special cables to buy, and no Wizards to follow. This is a perfect solution for moving music downloads, digital photographs and videos, spreadsheets, and more. It is also a great option for business travelers who often need to transport documents and presentations from a computer at work to a portable laptop.

Clint Hughes, VP Marketing of Data Drive Thru says, “This branding strategy is a perfect complement to our The Tornado™ brand as it is a ‘dummyfied’ basic version that will be merchandized with a smaller retail price point than our The Tornado/PC Eraser combo pack.”

The **PC-to-PC File Transfer For Dummies** file transfer device is an automated, self-contained micro computer for transferring PC computer files invented for the average PC user. Small enough to fit into a pocket, the file transfer device features two retractable USB cables and networks two PCs in a matter of seconds. 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 **PC-to-PC File Transfer For Dummies** device 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.

"We are delighted to be working with Data Drive Thru on this innovative and award-winning line of data transfer products. The For Dummies brand is famous for introducing new technology and helping consumers get the most out of technology; **PC-to-PC File Transfer For Dummies** will be the quickest, easiest way to migrate all of your important files to a new computer," says John Hislop, Associate Director, Licensing, John Wiley & Sons, Inc, publisher and owner of the For Dummies brand.

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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 For Dummies®: With near-universal name recognition and more than 150 million books in print on more than 1,000 subjects, [For Dummies](http://www.dummies.com) (www.dummies.com) is the world's best-selling reference series. It covers topics from health to history, math, sports, self-help, and technology. The For Dummies brand franchise also includes an extensive licensed product line including DVD's, software, consumer electronics, cooking, cleaning, and automotive products, craft and hobby kits, games, and more. For Dummies is a branded imprint of Wiley.

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