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## **The Tornado™ Wins Best Product - Accessory at RetailVision®**

***The Tornado earns the most award nominations at RetailVision, the largest consumer electronic buying event for retailers and distributors***

**Dallas, Texas – April 30, 2007** – Data Drive Thru, Inc.™ today announces that The Tornado, the easiest and fastest data transfer tool, is the recipient of the Best Product award in the Accessory category at last week's RetailVision held in Nashville, TN. RetailVision is one of the most prestigious consumer electronic buyer events in the Americas.

“We think this award adds to the value and growing credibility of The Tornado,” states Paul Andrus, CEO and Founder of Data Drive Thru. “We are honored and excited that we not only won Best Product in the Accessory division, but also received the most nominations overall. Whether it is the Last Gadget Standing™ or RetailVision's Best Accessory, people understand that this easy to use device is something that professionals and general consumers want and need.” Andrus continued, “We feel being nominated in three different categories puts us in an elite technology group and winning adds another important milestone in the evolution of our fast growing company.”

The Tornado™ is the first automated, self-contained patented computer file transfer device. 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 move pictures, music, documents, spreadsheets, presentations and other files between computers. You can move entire folders (e.g. My Documents) or individual files. The Tornado™ is compatible with most Microsoft Windows operating systems including Windows 98 SE, ME, 2000, XP and Microsoft's new Vista.

The Tornado beat out mStation Corporation, Matias Corporation, Portable Sound Laboratories, and WOW Technology in the Best Accessory category. Data Drive Thru and The Tornado were also nominated in the Best Product - Hardware category and Best Merchandising category.

“I believe these awards truly represent the best of the new products and strategic initiatives that are driving growth in both the North American and Latin American retail channels,” said Pete Prentice, Senior Global Director for RetailVision. “Underscoring their significance is the fact that every winner and nominee is directly chosen by the top 100-Level Retailers and Distributors who are the market leaders in consumer technology.”

RetailVision is the premier event where new consumer IT products and channel programs are unveiled, Retailer-Technology Provider relationships are forged, and critical retail merchandising decisions are made.

The Tornado™ is available at [www.thetornado.com](http://www.thetornado.com) for \$59.95. For more information, visit [www.datadrivethru.com](http://www.datadrivethru.com) or contact Clint Hughes at 972-897-7057 [chughes@datadrivethru.com](mailto:chughes@datadrivethru.com) .

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#### **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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#### **About Vision Events**

Vision Events, a division of Gartner, Inc. (NYSE: IT), is a leading producer of highly focused business events that bring resellers and end users together with leading and emerging vendors in private boardroom appointments to form strategic partnerships and secure new business in the technology sector. Additional information about Vision Events can be found at [visionevents.com](http://visionevents.com).