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International Tornado Sales Launch via TV on QVC UK, QVC Germany and TV Network Owned Channels

European consumers embrace The Tornado's EU premier through robust sales of the revolutionary patented file transfer micro computer

Dallas, Texas – August 27th, 2007 – Data Drive Thru, Inc.® is proud to announce the successful introduction of The Tornado™ to the European market. Yesterday The Tornado was the “Today's Special Value” on QVC UK and was the “10th Anniversary Special” for QVC Germany. “We are very proud and honored that both QVC UK and QVC Germany chose to make the introduction of The Tornado to their viewers such a special event,” said Paul Andrus, Founder and CEO of Data Drive Thru.

“Usually QVC will allow one airing of your product to see if their viewers respond,” said Clint Hughes, Vice President of Marketing and Business Development for Data Drive Thru. “Due to the phenomenal success we have been having on QVC US we were a specially featured product on both channels on the same day. This is a first for any product.” As in the US, PC Eraser™ was included as a bonus offer to those viewers ordering The Tornado. PC Eraser is a separate software product that allows consumers to erase their sensitive files to US Department of Defense standards thus protecting themselves from identity thieves.

Hughes continued, “Many IT professionals called in and ordered The Tornado while watching QVC UK because we were featured close to a very powerful desktop PC. This shows how The Tornado appeals to users of all skills levels from the novice to the experienced.”

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.

PC Eraser offers multiple methods to destroy selected files from the hard drives of computers in accordance with two U.S. Government Department of Defense standards and the even more robust Guttman method. The graphic user interface allows you to select files using either the drag-n-drop method from a Windows® based GUI or from PC Eraser's™ File Selector function. You simply click on “destroy” and your files disappear making them virtually impossible to be later recovered by identity thieves. The interface also allows you to specify file and extension types that you do not want to destroy, and to destroy any remnant data located in unallocated disk space.

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 in the world” by providing an easy solution to the technical needs of everyday consumers and techies alike. The Tornado also won the 2007 Best Computer Accessory award at the prestigious Retail Vision event.

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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