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Data Drive Thru Announces \$100,000 Challenge

Reward offered to anyone able to network two computers and transfer files to a new Vista™ PC faster than The Tornado™, proving there is nothing “Easy” about Belkin’s Easy Transfer Cable and other similar products

Dallas, Texas – April 16, 2007 – Data Drive Thru, Inc.™ today announces a \$100,000 challenge. Data Drive Thru™ challenges anyone to successfully network a Windows XP and Windows Vista machine together and transfer a file from one machine to the other faster and easier than the patented The Tornado™ file transfer tool.

“There is a lot of hype about Belkin’s Easy Transfer cable product,” says Paul L. Andrus, Founder and CEO of Data Drive Thru™. “We believe there is some misperception as to what it actually does and how ‘easy’ it really is. What better way to prove that The Tornado™ is the easiest, fastest and most valuable tool for PC users than to offer a public challenge? We are certainly willing to put our money where our mouth is when it comes to consumer awareness about our products and the claims we make.”

The Tornado™ is the first automated, self-contained 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™, winner of Yahoo! Tech’s “Last Gadget Standing” competition during the live Super Session at 2007 International Consumer Electronics Show, has earned national acclaim as “the Best Gadget” by providing an easy solution to the PC-to-PC transfer needs of the everyday consumer as well as those of advanced IT professionals.

The Belkin product claim of “easy” has NOT been demonstrated in several tests performed by Data Drive Thru™ and its strategic partners. In a recent independent lab test, The Tornado™ connected two PCs and transferred files faster and easier than the Belkin Easy Transfer product. Paul (DJ) Reber, Technical Director of Data Drive Thru™, reported, “It took literally seconds for The Tornado™ to network the two PCs and then transfer the target files from one PC to the other. But after nearly four hours of waiting for the Belkin product to find the files on the XP machine they just gave up on trying to complete the test with the Belkin Easy Transfer product.”

The contest rules and application are available at www.TheTornado.com. The \$100,000 challenge rules include that Data Drive Thru™ will not only disclose any potential winner but also how the winner was able to beat The Tornado™ should someone be the first to demonstrate a better solution. Applicants of the \$100,000 challenge cannot infringe on Data Drive Thru's patent.

Mr. Andrus continued, “We believe it's impossible to network two PCs faster than with our patented solution. There is no better way to prove this than to offer this public challenge. This challenge should also put a reality check on the advertised ease of the Belkin product and others who claim their products are ‘easy’ and ‘fast’.”

The Tornado™ is available at www.thetornado.com for \$59.95. For more information, visit www.datadrivethru.com or 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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