

-For Immediate Release-

Data Drive Thru, Inc. and Incredible Discoveries team to launch National DRTV infomercial campaign

*Direct response television advertising campaign will feature Data Drive Thru's new
revolutionary file transfer tool that
automates moving data from your old PC to your new one*

Dallas, Texas, June 1, 2006—Data Drive Thru, Inc. announced today that it has signed an agreement with Immediate Capital Group's Incredible Discoveries division – one of the largest infomercial production and marketing companies in the world to produce and market an infomercial for the company's new file transfer tool.

The partnership will produce a long form infomercial coordinated and managed by Incredible Discoveries at their Deerfield, Florida studios promoting a patent approved PC device owned by Data Drive Thru™. Immediate Capital Group will provide funding for the media buys and airtime.

Data Drive Thru™ CEO Paul L. Andrus was quoted as saying, "We're very excited about this partnership which brings a never-seen-before product together with an experienced and savvy DRTV marketing firm." Andrus continued, "Incredible Discoveries' unique business model is a perfect match for our young company and the launch of a brand new solution to a massive problem in the PC industry experienced by every person who buys a new PC."

The patent approved file transfer tool is a revolutionary device about the size of a deck of playing cards that within seconds of being plugged into the USB ports of two computers networks the computers together and displays the contents of both computers on an easy to use split-screen user interface. The product design includes retractable cables for easy storage and usability. What's most unique about the product is its ability to auto load and auto run data transfer software that is embedded within the device itself. All the user has to do is plug it in and within seconds you can move as much data as you want from one PC to another.

"We review hundreds of products a month for possible marketing deals and we've never seen anything like this." exclaimed Mark Alfieri, Managing Director of Incredible Discoveries. "This product has all the features we look for to produce a grand slam homerun!" Mr Alfieri added, "We look forward to a successful test this fall which we expect to be followed by millions of dollars in TV air time financed by our parent company and our investors."

Both companies expect high returns from this campaign, which will be followed by distribution of the product to major retailers worldwide.

Production has begun this week at Incredible Discoveries' state of the art facilities and studios in Florida by some of the most talented scriptwriters and production staff in the DRTV industry. The transfer tool is scheduled to retail for \$59.95.

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 patent approved technologies automate the process of getting data from one PC to another. With its global headquarters located in Dallas, Texas, the company is comprised of dedicated entrepreneurs and executives who are passionate about revolutionizing the way data is moved from one personal computer to another and easing the frustration that we all experience when we buy a new PC. For more info go to: www.datadrivethru.com

About Incredible Discoveries

Incredible Discoveries, a division of Deerfield Beach, Florida based Immediate Capital Group, is a fully integrated production and marketing company that specializes in long-form infomercial development. ICG co-funds media ventures involving half hour infomercials and offers funding opportunities for manufacturers to launch products via multi-media venues. ICG hosts a team of dynamic professionals with years of direct response ingenuity and expertise. Their unique and fresh approach to infomercial programming has facilitated partnerships with some of the largest agencies and manufacturers in the world. For more info go to: www.incrediblediscoveries.com

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