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**For Immediate Release**

Draft

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## **Data Drive Thru™ Announces Exclusive U.S. Distribution Rights to Retractable Cable Mechanism for Computer Related Cables**

*Company to present details of exclusive distribution deal at Consumer Electronics Show  
Press Conference on Monday, January 8*

**Dallas, Texas – January 2, 2007** – Data Drive Thru, Inc. today announces that it has acquired the exclusive U.S. master distributorship for computer products containing the widely used retractable cable mechanism invention found in US Patent No 6,733,328. The retractable cable winding device is found in most USB-based retractable cable products. The mechanism is activated by pulling on both ends of the cable to release or retract the cable. The mechanism can also be found in many computer power cables, mobile device cables, headphones, earphones, computer mice and other cable based computer products.

“This distribution agreement is a milestone for Data Drive Thru,” states Clint Hughes, Vice President of Marketing and Business Development. “It provides us with a tremendous opportunity for growth with additional products complementary to The Tornado™.”

Data Drive Thru is the inventor of The Tornado™, an innovative file transfer tool that networks two computers together in a matter of seconds simply by plugging the device into the USB ports of the two PCs. The exclusive distributorship broadens the product offering to customers. The Tornado™ will be the main feature of a press conference held at CES on Monday, January 8, 2007, at 2:00 p.m. The press conference will be held in the Venetian Hotel and Casino, Casanova Room, #501/601 in Las Vegas. Data Drive Thru will also have an exhibit booth (IP 210) on the floor of the CES Conference in the Sands Expo and Convention Center. As well as announcing their new exclusive distribution agreement, Data Drive Thru will be showing a historical computer industry first! To prove how easy it is to use The Tornado™ attendees will see a chimpanzee use the Tornado™ to network two computers. ,

“We invite everyone to attend our media event in Las Vegas during CES and to also come by our exhibit booth for a product demonstration and a little fun,” states Paul Andrus, President and Founder of Data Drive Thru. “We have received rave reviews from all types of professionals and individuals who have testified to the ease of use and

speed of The Tornado™. It is a must-have tool for anyone who needs to get data and files moved between two computers.”

The Company will release USB 2.0 based products and other computer, PDA and MP3 retractable cable based products with the Data Drive Thru brand beginning Q1 2007.

For more information, visit [www.datadrivethru.com](http://www.datadrivethru.com) or contact Clint Hughes at 972-897-7057.

**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. 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. For more information go to: [www.datadrivethru.com](http://www.datadrivethru.com) or [www.TheTornado.com](http://www.TheTornado.com).

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