

Contact:

Clint Hughes
Vice President, Marketing
Data Drive Thru, Inc
972-897-7057
chughes@datadrivethru.com

For Immediate Release**PRESS CONTACT:**

Chris Lucas
BLASTmedia
317.806.1900 x115
chris@blastmedia.com

Data Drive Thru™ Presents Details of Its Exclusive U.S. Distribution Rights to the Most Commonly Used Retractable Cable Mechanism for Computer-Related Cables

Company has the exclusive right to distribute patented cable products which are the most commonly used mechanism in USB-based and other computer power related retractable cable products

Las Vegas, Nevada – January 8, 2007 – Data Drive Thru, Inc. held a 2:00 PM press conference today at the Consumer Electronics Show. During this press conference Paul Andrus, Data Drive Thru CEO and Founder, provided greater detail of its U.S. exclusive 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, and other cable-based computer products.

“We are very pleased to conclude almost a year of discussion and negotiations with the inventors and their holding company for the exclusive rights to sell products containing this significant intellectual property,” said Andrus.

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.

“This is a significant agreement for us as it adds over thirty products to our product line” states Clint Hughes, Vice President of Marketing. “These products range from the mini-mouse people use with their laptops to the USB cables people use for PDAs, cameras and other peripherals, all with the retractable cable system.”

During the press conference the crowd was amazed when a chimpanzee used The Tornado™ to network two computers. This amazing demonstration is part of the nationwide infomercial for The Tornado™ which will begin airing this month.

For additional information, please visit www.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. 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 or www.TheTornado.com.

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