

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™ Announces Exclusive Rights to U.S. Release of Smallest and Safest USB 2.0 Cable

New patent pending cable will be first ever to be used in USB retractable cable products that meets 2.0 safety standards.

Las Vegas, Nevada – January 9, 2007 – Data Drive Thru, Inc. today announced that it has received final testing results and approval to release the first and only fully compliant USB 2.0 flat cable that is small enough to be used in a USB retractable cable based products. The new cable is a break-through in miniaturizing USB cables for use with a retractable cable mechanism. The new cable technology reduces electromagnetic wave leakage found in other flat cable based products that can be harmful to the user, the environment and your computer and computer devices.

“This product is very synergistic with our consumer conscious focus as a company,” states Paul L. Andrus, CEO, Data Drive Thru. “It is very difficult for the average PC user to keep up with the technology advances and understand what all the technical terminology means. Or in the case of widely sold mini flat USB cables, what it doesn’t tell you. We are proud to be the voice of the largest PC buying group and demand higher standards for safety from these products.”

Nicknamed “Magic Cable™”, the new flat USB cable meets the international standard limiting electromagnetic interference (EMI) to under 30Db due to superior patent pending flat cable shielding. The new cable will be released in a line of USB 2.0 cable based products available in February 2007 exclusively from Data Drive Thru. Data Drive Thru is the exclusive U.S. master distributor of USB cable and other computer related products that use the cable winding device invention found in US Patent No. 6,733,328. The new product line also compliments the company’s patented The Tornado™ file transfer tool.

“The myth of 2.0 compliant flat retractable USB cables is now exposed,” says DJ Reber, Technical Director for Data Drive Thru. There is much misunderstanding and even misinformation in the computer industry regarding USB 2.0 “compliant” flat cables currently sold in retractable cable based products. The small thin cables lead consumers to believe that they comply with the USB 2.0 spec by advertising “2.0 compliancy”. Many, if not all of these products do not meet the IEEE specification for 2.0 cables. While IEEE does not have direct specifications for flat cables, it does provide safety specifications for larger round 2.0 cables. The new and substantially smaller flat 2.0 cable is the first to meet the standard set for the larger round cables. Without meeting these sanctioned international safety standards, excessive electromagnetic interference is not only unhealthy to the user, electrostatic discharge (ESD) can cause damage to connected USB devices. Currently available miniature flat cables suffer from a surrounding

static field that may cause interference on the data transmission and result in the data transmission to stop abruptly.

Mr. Reber added, “Anyone who has experienced data loss or device damage using the misleading flat USB mini cables currently found on the shelves of almost every computer retailer in the country has exposed themselves to potentially harmful EMI waves. This new cable is a breakthrough in addressing this serious environmental and technical problem. We believe this new patent pending cable is the defining architecture for mini USB 2.0 cables.”

About Data Drive Thru, Inc.

Data Drive Thru™ has 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 has created The Tornado™, PC Eraser™ and Magic Cable™, along with a host of new, patented computer-cabling products that are especially designed with the average PC user in mind. Data Drive Thru’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 emerging marketplace. Its PC file transfer and file eraser products are but the beginning of a series of product innovations and industry-leading technologies for this growing group of consumers. We listen to those who might otherwise not be heard and deliver on their needs. Data Drive Thru’s global headquarters are in Dallas, Texas. For more information go to: www.datadrivethru.com or www.thetornado.com.

Data Drive Thru™ and The Tornado™ are trademarks of Data Drive Thru, Inc. Magic Cable™ is a trademark of Retractable Technologies, llc.