



**DMAILER INTRODUCES FREE VERSION OF AWARD-WINNING BACKUP SOFTWARE;
FREES CONSUMERS AND BUSINESS PROFESSIONALS FROM LIMITS OF AUTOMATED DATA BACKUP**

**Dmailer Backup v3 Provides Peace of Mind, Simplified Data Protection Through One Click
Backup Process, Now Includes 2GB of Free and Unlimited Online Storage**

MARSEILLE, France/ CHICAGO, IL – March 23, 2010 – [Dmailer](#), a leading software provider specializing in backup and synchronization solutions for external storage drives, today introduced Dmailer Backup v3, which sets a new standard for overall value, ease of use and portability in both local and secure online data backup.

Available immediately, [Dmailer Backup v3](#) includes 2GB of free data storage online, while also allowing the ability to backup locally. It allows users to backup all data types utilizing a single, easy to use interface that is cross compatible with PCs, Macs and Windows-based Netbooks.

Dmailer Backup v3 automatically launches when a PC is turned on and continuously saves file updates. The software does not require any installation as it runs from an external storage drive, making it easy to plug into any other PC or Mac and restore data with one click. Data that is backed up on a PC can easily be restored in one click on a Mac, and vice-versa – with all operating systems utilizing the same interface.

Top Features of Dmailer Backup v3:

- Custom configuration: backup by file type, size and date
- Ability to manage multiple backups, maintain log files and view backup summaries
- Password protection and AES 128 bit encryption
- Automatic versioning controls
- One-click selection of files for automatic and continuous backup
- Online folder sharing
- Windows 7 support
- Available in 19 languages
- 600 pixel vertical resolutions for Netbooks

Dmailer Beats The Competition:

Company	Price	Space	Local/Online
Dmailer	Free	2GB	Local/Online
Mozy	Free-Not for Busi Use	2 GB, Unlimited \$4.95/month	Online
Carbonite	\$55/Year	Unlimited	Online

Dmailer Backup v3, A Customer's Perspective:

- A recent survey of more than 1,200 Dmailer customers validates the need for the functionalities of Dmailer Backup v3:
 - Nearly 60 percent of survey respondents said they back up their data at least once a week – indicating strong demand for a product that will backup continuously.
 - Only 11% of those surveyed were “very likely” to backup their data online – there is a need for a local backup option, an option no other backup services provide.
 - 67 percent of respondents expressed concerns around the perceived security aspects of online backup. Dmailer Backup offers password protection and AES 128 bit encryption, users no longer have to worry and can have two forms of backup for all files.

Resources:

- [More information](#) on Dmailer Backup v3 features and functionalities.
- View a short product [demonstration](#).
- [Download](#) Dmailer Backup v3.

Notable Quotes:

“Dmailer’s new Dmailer Backup v3 has the potential to be a game changer for data backup,” said Lucas Léonardi, CEO Dmailer. “Our competitors lack local backup support, which clearly is a priority area for our customers and most PC users. Additionally, our free 2 GB of unlimited data storage provides a very compelling case for consumers, small business owners and mobile professionals to switch to Dmailer.”

“With user’s personal assets and documents being able to be backed up both locally and remote, Dmailer Backup v3 will help many users to double safeguard their data,” said Anthony Gianastasio, Product Line Manager, Dmailer. “With an improved, easy-to-navigate interface, one click backup process and free storage offer, there is no longer any excuse not to have your data backed up.”

Customers are saying:

- “I exchange and update documents, spreadsheets, images and many other files each day. When I started experiencing problems with my PC, I knew I had to ensure the safety of all of my documents and personal information. I turned to Dmailer Backup v3 to back up all of my files and emails both locally and online. Now, I don’t sweat computer glitches – I know my word documents, PowerPoint slides, worksheets and email files are safe – in two alternate locations. “ - Kirsten P, Boston

Analysts are saying:

Brad Nisbet, Program Manager for IDC's Storage and Data Management Services Research:

"The need to effectively back up digital information is pervasive among users of all types, ranging from consumers to those in small and medium businesses. In addition, these users are looking for simplicity and the flexibility to decide when, where and how to backup their important personal or business data. Ideally, a single solution that spans both local and online options is desired," said Brad Nisbet, program manager for IDC's Storage and Data Management Services research. "Providers like Dmailer, who offer innovative pricing options, a history of working with industry partners, and the ability to integrate choice in local and online backup options, will be on the leading edge of delivering the next generation of data backup."

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About Dmailer

Established in December 2001 and located in Marseille, France, **Dmailer S.A.** is a privately-held software company specializing in portable [backup](#) and [synchronization](#) solutions for a range of mobile devices. Supported devices include USB flash drives, memory cards, external hard disk drives, MP3 players, embedded phone memories, SIM cards and flash based memory cards for mobile phones. Serving both consumers and [original equipment manufacturers](#) (OEMs), **Dmailer** designs, develops, manufactures and markets unique portable backup and synchronization software solutions. [Dmailer software products](#) are bundled with **SanDisk, Western Digital, Verbatim, Imation, Lacie, Lexar** and other leading manufacturers' portable storage products worldwide. **Dmailer** licenses its patent pending synchronization engine technology to a number of industry-leading companies. The company's flagship product, [Dmailer Sync](#), is currently available in **19 languages** and is sold in over **130 countries worldwide with more than 50 million copies shipped to date.**

In recognition of its ability to bring unique, data [synchronization](#) and [backup](#) software solutions to market while maintaining consecutive growth for five years, Dmailer received **Deloitte's Technology Fast50 in France** and [Technology Fast500 EMEA](#) awards in 2008 and 2009, respectively.

For more information on Dmailer and its products, please visit <http://www.dmailer.com/>.

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