



MEDIA ADVISORY

Dmailer Appoints New Business Development Director to Drive Sales Strategy in Americas

MARSEILLE, FRANCE, April 25, 2008 – Dmailer, the leading provider of portable back up and synchronization software solutions for a range of mobile devices, has appointed David Wainwright as Business Development Director. He will be responsible for managing sales, developing new and existing relationships with customers and driving the company's sales strategy in the Americas.

"With the increasing scope of Dmailer's customer base, it has become essential to appoint a business development director dedicated to the US market. David's impressive track record of achievement, along with his in-depth knowledge of our product offering, makes him a great asset to our team," said Lucas Léonardi, Dmailer's CEO. "He will play a key role in the strategic development of the company, continuing to build upon the excellent growth that Dmailer has experienced in recent months."

"I am very excited to join an innovative company like Dmailer at such an important time in the company's development," said David Wainwright. "I look forward to contributing to the growth of Dmailer's best-in-class portable backup and synchronization software solutions."

The company recently announced that it received 2.5 million euros in funding from venture capital firms BNP Paribas Private Equity and ALTO INVEST. The capital will be used to fund Dmailer's growth plans and will be allocated primarily to support the company's ongoing R&D program.

Dmailer had an excellent year in 2007, having signed two new worldwide customers, with two others yet to be announced. In 2008, Dmailer expects to introduce two new products that will expand Dmailer's portfolio in the data mobility and secured storage space. Dmailer is a privately controlled company that has been profitable since 2006.

Prior to Dmailer, David Wainwright was VP of Sales and Marketing at Migo Software, where he was responsible for all sales and marketing activities in the U.S. Prior to



that, David was VP of Worldwide Sales at Serviceware Technologies. He also has leadership and management experience with technology companies including RightNow Technologies, Primus, Central Point Software, and Harris/Lanier.

David reports to Anthony Reyes, Vice President of Business Development. After eight years with HP in various marketing and business development positions, Anthony joined Dmailer in 2006, managing worldwide sales and partnerships. He will now be focusing on the worldwide sales strategy.

About Dmailer

Established in 2001 and located in Marseille, France, Dmailer is a privately controlled software company specializing in portable backup and synchronization solutions for a range of mobile devices, including USB flash drives, memory cards, external hard disk drives, mp3 players, embedded phone memory, SIM cards and flash based memory cards for mobile phones (*miniSD, microSD, microSDHC, MMCmobile*). The company's flagship product, Dmailer V7, is currently available in eleven languages and is sold in over 110 countries worldwide. It is bundled with SanDisk, Western Digital and LaCie portable storage products on a worldwide basis.

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