



FOR IMMEDIATE RELEASE

Dmailer Introduces Breakthrough Automatic Backup Software for Mac

Backup & Restore Using the Same Application on either PC or Mac

MARSEILLE, FRANCE, January 5th, 2009 -- Dmailer, the N°1 synchronization software manufacturer worldwide, has announced the introduction of a Mac version of its ultra-simple Dmailer Backup software which automatically backs up user files. Dmailer Backup for Mac allows users to enjoy the same rich feature set on a PC or Mac, overcoming compatibility issues by allowing the same application to be used on *both* systems.

This allows users to automatically back up individual files and folders from a Mac to any mobile storage device (USB flash drive, flash card, hard disk drive, mp3 player, iPod etc) and restore them on a PC, or vice-versa. In addition, Dmailer Backup for Mac grants users the capability to backup files and folders from a Mac or PC to the same mobile storage device or hard drive.

Thanks to its versatile attributes, Dmailer Backup for Mac offers additional benefits to Mac's Time Machine automatic backup feature. This system-only capability prevents back up and restoration of *individual* files and folders and constrains users to backup all content or nothing at all.

"Dmailer Backup for Mac represents a breakthrough in backup software technology", says Lucas Léonardi, Dmailer's CEO. "Its ability to answer the inherent problems around Mac/PC compatibility makes it the perfect solution in mixed Mac/PC households or offices. Using the same application, users can now back up their partners Mac at home, their child's Desktop PC from their bedroom and their laptop PC from work – all with one simple application using multiple profiles."

Like the existing Dmailer Backup software, Dmailer Backup for Mac ensures that any edits made to a file on a user's Mac or PC will be made to the same file on their storage device. More importantly, precious time isn't wasted by sorting through photos to make sure the right ones are all in one place - any photos a user has on their Mac or PC but not on their storage device will be automatically backed up onto their peripheral.



Furthermore, Dmailer Backup for Mac lets users hold on to all the different versions of their files until they are sure which ones they want to keep. Any version of a file can be easily restored to a computer even if it was erased when modifying a file, thereby avoiding the headache of lost data.

From January 5th, Dmailer Backup for Mac will be available for download in 11 languages at www.dmailer.com at 29.95USD.

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About Dmailer

Established in 2001 and located in Marseille, France, Dmailer (www.dmailer.com) is a privately held 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 Sync, is available in eleven languages and is sold in over 130 countries worldwide. It is bundled with SanDisk, Western Digital, Verbatim and Lacie portable storage products on a worldwide basis.

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