



FOR IMMEDIATE RELEASE

Dmailer's mediamove Media Management Software to Ship with New Lexar High-Speed Mobile microSDHC cards

Move Your Media Without Boundaries

Marseille, FRANCE, October 6, 2009 - [Dmailer](#), a leading software provider specializing in backup and synchronization solutions for portable storage devices, announced today that [Lexar Media](#) will ship the latest offering in Dmailer's software portfolio, **mediamove™**, with the new Lexar® High-Speed Mobile microSDHC™ cards. **mediamove™** for Lexar Media, a branded version of Dmailer's **mediamove™**, is a Windows® and Mac® operating systems compatible media management software requiring no installation and running exclusively from the mobile microSDHC card.

Dmailer's multimedia software, combined with Lexar Media's high-speed technology, makes it easier for consumers to transfer and enjoy their valued photos, videos and music. Dmailer's latest software offering uses Java™-based technology which provides users with an awesome visual experience while allowing them viewing, listening and playing of videos right from the microSDHC card plugged into a PC or Mac® computer. With **mediamove™** for Lexar Media, you can sync and share files on your PC or Mac computers with those on your phone with the click of a button. No need to worry about duplicates, your files will always be organized and fully synchronized.

"Designed with ease of use in mind, Dmailer's **mediamove™** solves today's challenge of transferring and organizing multimedia files from flash memory cards," said Lucas Leonardi, CEO of Dmailer. "With an extremely intuitive, one-screen interface, **mediamove™** lets users quickly transfer media files from the microSD card to their PC or Mac computers, or directly to the online service of their choice, such as Picassa™ software or You Tube™ website. Transferring media to a PC or Mac computer from portable storage media like microSD cards is no longer a tedious task. Having Lexar Media, an industry leader and well recognized provider of portable storage media, furnishing our media management solution as **mediamove™** for Lexar Media, is definitely a vote of confidence in Dmailer's synchronization and backup experience. With **mediamove™** for Lexar Media, users will experience a simple and highly efficient way to manage their digital life," said Léonardi.

mediamove™ for Lexar Media automatically scans the PC or Mac computer and the microSDHC flash memory card and in few seconds, gets users moving, sharing and/or simply organizing all their multimedia files - no formatting or



compatibility questions asked. Furthermore, users can customize the embedded audio player, thus being able to choose their preferred audio player with just a few clicks. With **mediamove™** for Lexar Media, managing multimedia, photos, videos or music is as fun as enjoying it. It's simply Moving Media without Boundaries.

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1. **mediamove™** for Lexar Media will originally ship a Windows® operating system only version. An upgrade for the Mac OS® operating system version will be available later in Q4 2009.

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 currently available in 19 languages, sold in over 130 countries worldwide with more than 50 million copies shipped. It is bundled with SanDisk, Western Digital, Lexar and LaCie portable storage products on a worldwide basis.

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