



Dmailer Unveils Ultra-simple Automatic Backup Software

MARSEILLE, FRANCE, June 23, 2008, Dmailer today unveiled Dmailer Backup, software that automatically backs up your personal files from your PC to any mobile storage device (USB flash drive, flash card, hard disk drive, mp3 player, iPod etc) for a one-time price of \$34.95.

"We all have hundreds of digital photos, audio and video files stored on our PCs that we cherish and couldn't bear losing," said Lucas Léonardi, Dmailer's CEO. "Plenty of data protection and theft prevention systems have been developed over the years, but backing up your files is still the most effective way of keeping them safe. If you have Dmailer Backup, you don't even need to think about backing up: our software will do it for you."

With Dmailer Backup, any edits you make to a file on your PC will be made to the same file on your storage device. More importantly, you won't waste precious time sorting through your photos to make sure you have the right ones all in one place - any photos you have on your PC but not on your storage device will be automatically backed up onto your peripheral.

"Online back-up solutions often charge monthly fees while putting your pricing data out of your control, and hardware products can break down or come with expensive price tags, said Leonardi. "With Dmailer Backup, there are no hidden costs."

With Dmailer Backup, hold on to all the different versions of your files until you are sure which one you want to keep. Any version of a file can be restored to your PC easily even if it was erased when modifying a file, saving you the headache of lost data.

A contextual help window provides valuable user information whenever you hover over an application. This feature takes you through the back-up process, making it an easy, intuitive exercise.

Dmailer Backup can be downloaded from Dmailer's website at www.dmailer.com for \$34.95.

About Dmailer

Established in 2001 and located in Marseille, France, Dmailer (www.dmailer.com) is a 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, SIM cards with memory and mobile phones. The company's flagship product, Dmailer V7, is currently available in eight languages and is sold in over 120 countries worldwide. It is bundled with SanDisk, Western Digital and Lacie portable storage products on a worldwide basis.

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