



FOR IMMEDIATE RELEASE

Dmailer Provides Backup Software for SanDisk's Innovative New Family of USB Flash Drives

SanDisk Ultra Backup software - a branded version of Dmailer Backup - allows consumers to Easily Backup Their Critical Files with the Simple Touch of a Button

MARSEILLE, FRANCE, January 6, 2008 – Dmailer, the No. 1 synchronization and backup software maker for portable storage devices, today announced the availability of its backup software on SanDisk's innovative new family of USB flash drives, SanDisk Ultra® Backup USB flash drives.

Customers purchasing SanDisk's newest Ultra® Backup USB portable flash drives can now benefit from the world's first backup USB flash drive with simple backup software activation at the touch of a button. SanDisk Ultra Backup software, a branded version of Dmailer Backup, is designed to provide protection of user's precious digital content with practically zero user intervention.

"Consumers are continuously generating hundreds of digital documents, spreadsheet, pictures and other files and need practical ways to safeguard this valuable data, which often represent hundreds of hours of time creating them," says Lucas Léonardi, CEO of Dmailer. "SanDisk has teamed up with Dmailer to provide an innovative hardware design combined with this powerful backup software. We are very happy to be a part of this unique 'touch of a button' solution."

With no complicated software to install and an extremely easy-to-use interface, SanDisk's Ultra Backup USB solution assures constant backup of files even at the slightest change. Any edits you make to a file on your PC will be made to the same file on your storage device automatically, eliminating time wasted in continually 'copying and pasting' files you intended to bring with you. Additionally, an option is available to define the number of versions of a file you want to keep, preserving all copies of a file for later use. At any moment, you can travel back in time to get a previous version in the event a file was inadvertently modified or erased.

A contextual help window also provides valuable user information whenever you hover over the application, making for an easy and intuitive user experience.



In keeping its commitment to bringing U3™ Smart Technology solutions to market, Dmailer provides its branded version of Dmailer Backup, SanDisk Ultra Backup, with all of the functionalities provided by the U3™ platform. Dmailer's well recognized ability to never install software on a computer allows SanDisk Ultra Backup backup software to be the perfect solution for those on the move and in need of carrying copies of their digital content from computer to computer.

Since its launch in May 2004, Dmailer has sold over 40 million licenses of its software in 19 languages and in over 130 countries, making the #1 synchronization and backup software maker for portable storage devices worldwide.

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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 19 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.

Contact us at:

Dmailer World Wide Headquarters

Pôle Média Belle de Mai
Hall Sud, 2ème étage
37/41, rue Guibal
13003 Marseille - FRANCE
Tél. : +33 4 91 29 32 80

Contact:

Anthony Reyes
Executive Vice President
anthony@dmailer.com

Dmailer Americas Corp.

619 New York Avenue
Claymont
Delaware 19703 - USA

Contact:

David WAINWRIGHT
VP of Sales – Americas
david@dmailer.com

Dmailer Asia Pacific Corp.

#7, Lane 200, Dongtai Road,
Pudong,
Shanghai 200120 – CHINA

Contact:

Bob Yao GINLOM
VP of Asia Pacific
bob@dmailer.com

www.dmailer.com