



FOR IMMEDIATE RELEASE

Dmailer Partners with LaCie to Develop Synchronization Software for New Line of Mobile Hard Drives

MARSEILLE, FRANCE, October 23, 2007 – Dmailer, the leading provider of portable back up and synchronization software solutions for a range of mobile devices, announces the availability of an enhanced software solution for a new range of external mobile hard disk drives from leading computer peripherals manufacturer, LaCie.

Based on Dmailer V7 - Dmailer's advanced file and Microsoft Outlook®, Outlook Express® and Windows Mail data synchronization software for mobile devices - the designed LaCieSync software allows users to easily and securely synchronize and backup all critical data from several computers to certain LaCie Mobile Hard Drives.

The agreement with LaCie is the latest in a series of collaborative ventures with leading brand-name partners and will see LaCieSync software preloaded onto the new Little Disk range - the new mobile hard drives designed by Sam Hecht: Little Disk 1.8; Little Disk USB (2"5) and Little Disk Combo mobile hard drives.

For users, Dmailer's software will enable easy and secure (AES 128-bit encryption) synchronization and backup of all main data from several computers to the aforementioned LaCie hard drives. Using Dmailer's innovative technology, users are then able to access, edit and restore all personal data (web favorites, Office documents, video and audio files, photos, pdf, etc.) as well as all data contained in Outlook, Outlook Express or Windows Mail applications (email, attached documents, files, contacts, notes, tasks, calendar) from any Windows based PC, wherever they go.

As such, LaCieSync offers the familiarity of a user's PC environment, as if they were sitting in front of it. The software even permits users to send and receive emails securely from their LaCie Mobile Hard Drive connected to any computer in a few clicks, even if Outlook, Outlook Express, or Windows Mail is not pre-installed on it.

Crucially, LaCieSync leaves absolutely NO files behind, ensuring a user's information is kept secure, regardless of whether the system being used is a computer other than their own. This



affords users piece of mind that absolutely no trace (cookies, temp and history files) is left behind. With LaCieSync, personal files and Outlook, Outlook Express or Windows Mail data remain on the user's mobile device, and are not copied to the computers they visit. Afterwards, LaCieSync synchronizes all changes back to a user's home or office computer as if they had never left.

"As business users become increasingly more mobile, it is essential that they not only remain productive and in-touch while away from the office, but that their work remains protected and secure – even on PC's other than their own", says Nolwenn Rozen, Mobile Hard Drive product manager at LaCie. "Dmailer's innovative synchronization technology ensures that such users are provided with the ultimate flexibility and security, while enabling them to work within their own familiar PC environment – wherever in the world they may be."

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About LaCie

Located in the USA, Canada, Japan, Australia, Europe, Singapore and Hong Kong, LaCie is the leading manufacturer of computer peripherals for Windows, Apple and Linux users. LaCie creates external storage solutions and color monitors that help professionals and everyday people easily manage their digital lives. LaCie has differentiated its products through original designs and leading-edge technology. Established in France in 1989, LaCie is listed on Euronext under FR0000054314 (LAC). For more information, visit www.lacie.com/uk.

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 V7, is currently available in nine languages and is sold in over 100 countries worldwide. It is bundled with SanDisk 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