

## **Clickfree extends its lead in the consumer backup category with the launch of three new innovative solutions at CES**

*The introduction of totally automatic backup products for networks, Blackberry and SD finally empower the entire family, small office and mobile user to backup important data quickly and easily*

Las Vegas –January 6, 2010 – Today, Clickfree, the inventors of effortless computer backup, launched Network and Ultra Portable Backup solutions at the 2010 International Consumer Electronics Show. Clickfree’s award-winning solutions have set the standard for simple backup, making powerful features accessible to the mass market who just don’t have the time or technical savvy to perform backup.

With Clickfree’s new BackupLink technology featured in the new C2N backup drive series – backing up multiple computers across your home or office network is now completely automatic. Connect the C2N by USB, only one time, to each computer on the network, leave it connected to one of the computers and C2N will automatically backup all of the computers. Clickfree delivers another industry first by completely automating the set-up of a backup device for multiple computers in the home or office - it’s truly click free. No IT or computer knowledge is required, the C2N follows the same degree of simplicity found in all Clickfree products – no set-up, configuration or reading is required to perform backup.

“Our C2N brings a new level of simplicity to network backup for the home or office. To take away any set-up or configuration requirements to perform multiple computer backup on a network is truly a breakthrough, said Bryan McLeod, CEO Clickfree Automatic Backup. “Imagine your mother, sister or brother now able to set-up a home network backup by simply plugging in our device once into each of the computers. We believe this takes convenience to a whole new level.”

Also unveiled was the Transformer Network Edition Adapter with BackupLink technology. Owners of any external USB hard drive coupled with the Transformer NE can have the same backup experience, features and automatic network set-up function that are in the C2N.

The C2N and Transformer Network Edition will be available in February at [www.clickfree.com](http://www.clickfree.com) and other major retailers. Available in 250GB (\$159.99), 320GB (\$179.99), 500GB (\$199.99), 640GB (\$219.99) The Transformer Network Edition will retail for \$99.99

**In Addition Clickfree Introduces Ultra-Portable Backup Solutions for the Business Professional**

Clickfree introduced the new Traveler Micro-SD for Blackberry, which turns your Smartphone into an easy way to backup important files from your computer. Simply insert the Clickfree Traveler Micro-SD Card into the Blackberry Micro-SD slot, connect the phone to your computer and backup begins with one touch of a button. You also get an extra layer of security with the Traveler for Blackberry as it comes with encryption technology.

Also being unveiled is the Traveler SD which puts Clickfree`s backup technology inside a tiny SD card. It is made to work with the SD card slot found in most computers. Like all Clickfree products, backup is truly effortless. Once inserted into a computer, Clickfree technology does all the hard work for you. It searches, organizes, and backs up your precious data and stores it onto the Traveler SD Card. You only need to insert the card once and backup will launch automatically. It is also pre-set and programmable to backup on schedule.

The Clickfree Traveler for Blackberry will be available in February in 16GB (\$89.99) and 32 GB (\$149.99). The Traveler SD will also be available in February in 16GB (\$89.99) and 32GB (\$149.99).

Since its launch in 2008, Clickfree has simplified the lives of millions of consumers with its award-winning backup solutions, now available in 25 countries with a network of 42 distributors and hundreds of resellers.

“Our focus is clear; provide the best possible backup experience for consumers across all media types. This is the primary reason for our explosive growth.” said McLeod

Clickfree's innovative new products are on exhibit during CES at the Las Vegas Convention Center, South Hall booth # 31553.

Additional information available on [www.clickfree.com](http://www.clickfree.com)

***About Clickfree:***

Storage Appliance Corporation, operating under the Clickfree™ brand, makes technology easy for consumers. As the inventors of effortless consumer backup, the Clickfree™ software makes backing up a PC or Mac as easy as plugging it in to the USB port — no software to install or configure. Clickfree is dedicated to offering consumers the Ultimate Backup Experience. Recognized as the market leader in consumer backup, Clickfree has received numerous awards from CNET™, PCMag™ and Laptop™ magazine. Clickfree's software is not just easier – it's smarter. With 23 patents pending, this exclusive technology is only available to Clickfree™ customers. Visit [www.Clickfree.com](http://www.Clickfree.com) for additional information.

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