



**Contact:**

Ruth Rosene  
Rosene PR Consulting  
949.916.4273 / RERosene@gmail.com

**FOR IMMEDIATE RELEASE**

**FINALLY, BACKUP FOR EVERYONE  
FIRST BACKUP PRODUCT DESIGNED FOR THE MASS MARKET**

**LAS VEGAS, NV/ TORONTO, CANADA – January 7, 2008** – Storage Appliance Corporation ([www.storage-corp.com](http://www.storage-corp.com)) today launched the world’s first line of Clickfree™ backup products at booths IP260 and IP261 at CES 2008 in Las Vegas.

The line of Clickfree™ backup products includes both hard drive-based and DVD-based solutions. These products are designed for absolute convenience and simplicity, nothing to configure, no software to install, just plug them in.

The Clickfree™ HD 700 is the first of many Clickfree™ backup products to come from Storage Appliance Corp. Once plugged in via USB port, the device automatically launches, searches and backs up anything important without ever having to push or click a button. The user simply connects the device to the computer and the magic begins! Subsequent backups are done in the same manner with new files copied to the device. Nothing can be easier than the Clickfree automatic backup process.

Now for the first time, consumers can backup their information from up to five PCs all Clickfree™, each PC’s information is integrated and neatly displayed on the viewer page. This means a single HD 700 Clickfree™ device can backup mom’s computer, dad’s notebook, and the whole family’s PCs all on one device – and most importantly – without a single click.

“We have completely eliminated the complexity of backup,” says Ian Collins, CEO, Storage Appliance Corp. “As long as you can plug a device into a computer, you can perform backup.”

First in a series of Clickfree™ devices, the HD 700 is available today with 120 Gigabyte storage capacity - suggested list price of \$149.

“Clickfree backup is a game changer,” adds Collins. “Research tells us the average consumer perceives backup as a complex and fearful ordeal, so they avoid it. We have changed that. Plug-it-in, sit-back, relax and watch it backup your PC.”

Join Storage Appliance Corp at CES 2008 at booths IP260 and IP261, Sands/Venetian Convention Centre, Innovations Area and see the Clickfree™ experience. For additional information, please see [www.GoClickfree.com](http://www.GoClickfree.com) or [www.storage-corp.com](http://www.storage-corp.com).

**About Storage Appliance Corporation**

Storage Appliance Corp. develops intelligent, “Click Free™ personal storage devices specifically designed so all consumers can use the technology. Clickfree™ backup is the world’s first technology that performs backup by simply connecting the storage device to the PC without having to set up or configure software to operate. Storage Appliance also partners with other leading brands and has delivered the world’s first photo centric Clickfree™ device. Please see [www.storage-corp.com](http://www.storage-corp.com) or [www.GoClickfree.com](http://www.GoClickfree.com) for additional information.