



FOR IMMEDIATE RELEASE

Storage Appliance Corp. announces availability of the first truly automatic system that backs up your PC – right out of the box

The new Clickfree™ HD801 portable backup eliminates the risk of losing precious photos, videos, music and data forever – without effort

TORONTO – Aug. 26, 2008 – Forgetting to backup important digital content such as photos, music, data and video – and running the risk of losing it all forever – just became a thing of the past with the arrival of the new Clickfree HD801 portable backup.

Storage Appliance Corp.'s new Clickfree HD801 portable backup introduces an entirely new level of simplicity and security to the crucial - but often confusing - task of backing up digital files. Now, for the first time, saving digital content is as easy as connecting your computer via USB cable to the HD801, which automatically searches, organizes and backs up all of your PC data and digital files. The system does not require software installation or configuration and is truly 'click-free'.

The HD801 is a breakthrough in backup products that does it all and lets you forget about the fear of losing your precious content, which will no doubt come as good news to the majority of PC users today who view backing up content as a hassle they would rather avoid, says Storage Appliance Corp. CEO, Bryan McLeod.

“Creating and sharing digital content is getting easier by the day but the backup process, as important as it is, has never been simple or intuitive - until now,” said McLeod. “Backing up data is something people typically either ignore or forget to do. We’ve taken the backup process to an entirely new level of automation, ease and simplicity. The HD801 automatically starts backing up your PC right out of the box without any confusing software installation or configuration. Backing up your PC content just got easier than using your toaster or microwave and along the way we’ve essentially eliminated the risk forever of losing digital content that in many cases is irreplaceable.”

McLeod added that Clickfree's entire lineup of portable hard drives and DVDs are designed for the 85 to 90 percent of computer users who, research shows, fail to regularly backup content on their PCs because they do not have the time, desire or skill to install, set up and use what – up until now – has been based on complex software and hardware products.

Breakthrough products like the HD801 that manage backup processes automatically should eliminate a traditional and very real “fear factor” that is common among most computer users, said analyst Kurt Scherf.

“The market for backup products has been largely dominated by complicated devices requiring a fairly sophisticated understanding of technology,” said Scherf, vice president, Parks Associates. “That’s why the vast majority of consumers have chosen to take their chances and do nothing to safeguard their data. Eliminating the fear factor by making the process fully automatic will hopefully encourage more people to backup, ultimately eliminating the needless heartache that comes from data loss.”

In Canada:

The Clickfree Portable Backup HD801 has a retail price of \$159.99 and will be available starting Sept. 2, 2008 by ordering online from Amazon.com directly from the Storage Appliance Corporation’s website (www.goclickfree.com) and other local retailers. Clickfree products can also be found at leading outlets such as OfficeMax, Blacks, Staples Canada, Sony Store and Henry’s Camera, in addition to QVC and the Shopping Channel, various University Campus stores – with additional major retailers coming soon.

In U.S.:

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About Storage Appliance Corporation

Storage Appliance Corporation develops intelligent, Clickfree™ personal storage devices specifically designed for ease of use. 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. Storage Appliance also partners with other leading brands and has delivered the world’s first photo centric Clickfree™ device. See www.goclickfree.com or www.storage-corp.com for additional information.

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