

“Transformer SE” from Clickfree turns any external USB hard drive or iPod/iPhone into an effortless backup solution

Clickfree device can also be used to import music from your iPod or iPhone to your computer

TORONTO – October 5, 2009 – Clickfree, the inventors of Automatic Backup, today announced the availability of the Transformer SE (Special Edition). The Transformer SE allows users to automatically backup their irreplaceable digital photos, videos music and other data files onto the excess storage space of any external USB hard drive, iPod or iPhone. It can also be used to automatically import music from any iPod or iPhone to any computer - Windows or Mac.

The Transformer SE has two key functions; it instantly transforms any external USB hard drive into a Clickfree Automatic Backup solution, completely eliminating the hassle and confusion of installing and configuring backup software while still allowing for the basic storage functionality of an external drive. The SE also allows users to easily backup their files onto the extra storage space of any iPhone or iPod.

With over 220 million iPods sold worldwide and their full capacity’s rarely met, the Transformer SE’s innovative iPod backup functionality is the perfect, solution for business travelers, students and others who do not own an external USB hard drive but need their digital content backed up.

In addition, the Transformers SE also allows you to retrieve music collections and playlists off any iPhone or iPod with a simple click of a button. This allows users to import music that had been locked on any model iPod/iPhone to any computer quickly and easily.

Backup starts automatically simply connecting your USB hard drive, iPod or iPhone to the Transformer SE. Only the excess capacity of your device will be used: none of the existing content will ever be overwritten. Your files and email are now backed up, safe and secure.

“Millions of people have bought external USB hard drives with the intention of conducting regular backups — but those devices are now gathering dust. Most people find that it’s too time consuming to copy and paste over all their computers content or too complicated to install the poorly designed software that came with the drive they originally purchased. As a result, those external drives have become nothing more than an expensive paperweight. The Transformer SE brings those units back to life and allows you to effortlessly backup all of your precious memories and data simply by plugging it in.” says Bryan McLeod, CEO of Clickfree.

“Consumers are looking for super easy electronic products that won’t hurt their wallets, especially with the holidays quickly approaching. Clickfree has created an all-in-one solution that allows you to take advantage of the storage products you already own”.

Available in a sleek piano black finish, The Clickfree™ Transformer SE retails for \$89.99 and is available now at www.clickfree.com.

Clickfree continues to innovate and deliver the Ultimate Backup Experience throughout their entire lineup of consumer friendly, easy to use solutions.

Other Clickfree products can be found at www.clickfree.com and leading retail outlets such as Brandsmart, Dell.com, OfficeMax, hhgregg, Bernies, CDW, QVC, Kmart, Electronic Express as well as many other local and online retailers.

About Clickfree™

Storage Appliance Corporation, operating under the Clickfree™ brand makes technology easy for consumers. As the inventor 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 and no files to cut-and-paste or drag-and-drop. 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 for additional information.

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