

Clickfree™ Announces 15 New Strategic Retail Partnerships in Canada

Expansion illustrates huge consumer demand for easy-to-use backup solutions in the fastest growing consumer electronics category

TORONTO – September 17, 2009 — Named as one of Canada’s Top 5 Technology Companies to watch by Canadian Business Magazine, Storage Appliance Corp, the developer of the Clickfree™ backup solution, today announced the signing of 15 key new Canadian retailers. Demonstrating a huge demand for simple consumer solutions, these new retailers include Staples, Black’s, Sony Stores, Dell.ca, The Source, Office Depot, London Drugs, Henry’s Camera, The Shopping Channel, Canada Computers, Foto Source, MicroBytes, Amazon.ca and Sears Canada. Clickfree products will now be available at select Future Shop locations in the Greater Toronto Area starting Friday and are currently available at the above listed retail stores and online catalogues.

“Most consumers are discovering the value in their personal computers and other electronic hardware devices is found in the data, files, songs or images stored in them. Consumer backup solutions protecting their content from viruses, theft and loss have become one of the fastest growing segments of consumer electronics and a hot new retail category,” says John Ruffolo, National Leader of Technology, Media and Telecommunications for Deloitte Canada.

As the undisputed leader in this new market segment, having created the first computer backup solutions which require no software to install, Bryan McLeod, CEO of Clickfree™ noted “The consumer backup market segment is growing at more than 400% over the past two years – yet more than 80% of home PC users still don’t perform regular backups.” Clickfree’s™ retail expansion with these prominent outlets, which includes several non-traditional technology retailers, reflects the increasing diversity of the consumer need for Clickfree’s™ solutions.

“Families would be devastated if they lost their precious memories which are increasingly being stored to their home computer. People used to say that if there was a fire in their house, the first thing they would take is their photo albums – now those memories can be wiped out with a simple keystroke or computer virus. Clickfree™ ensures that those memories and invaluable data are protected and recovered in a way that is so easy and effortless that anyone can do it. Clickfree™ doesn’t require any software to install – you just plug it in and you’re done.” says Bryan McLeod.

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. Recognized as the market leader in consumer backup, Clickfree has received numerous awards from 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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