

New “Transformer™” for iPod/iPhone and “Transformer SE™” from Clickfree™ turn unused iPod/iPhone capacity into hassle free backup solution

Clickfree’s two newest devices add effortless automatic backup to the world’s hottest tech gadgets and can be used to copy music from your iPod or iPhone

TORONTO – August 10, 2009 – Storage Appliance Corporation, developers of Clickfree Automatic Backup products, today announced two new breakthrough products with the launch of the Clickfree Transformer for iPhone and iPod and the Special Edition model, the Transformer SE. The new Transformers allow consumers to backup their computer’s irreplaceable digital content onto the excess storage space on their iPhone or iPod. They can also be used to transfer music from any iPod or iPhone to a Windows or Mac-based computer.

“From students to seniors, almost everyone owns an iPhone or an iPod these days, so why not make more use of the unused memory on these devices?” says Storage Appliance Corporation CEO, Bryan McLeod. “My 80GB iPod has 40GB of music and photos - it still has over 40GB of unused storage. Now I can maximize the extra storage by backing up my work and home computers. These Transformers are an inexpensive way to effortlessly backup your computers using devices you already own.”

Customers can now easily backup their computer onto the extra storage space of any iPhone or iPod using the Clickfree Transformer. Simply connect your iPhone or iPod to the Clickfree Transformer, then connect it to your computer and backup will automatically begin. There is no software to install or setup and no manual to read. Only the excess capacity of your iPhone or iPod will be used, and existing content on your iPod or iPhone will never be overwritten.

The new Transformers will also allow customers to retrieve music collections back off their iPhone or iPod. Instead of “orphaning” the content, the new Transformer allow you to retrieve your content quickly and easily.

The Transformer for iPhone/iPod is available now. The Transformer SE, available next month, comes in a sleek piano black finish and has all the same functionality, but will also work with any manufacturer’s external USB hard drive to deliver a fully automatic, no-click backup. Like all Clickfree products, there are no instructions to read, no copying and pasting of files and no software to install or setup.

Clickfree’s™ entire lineup of products, from the Clickfree™ Transformer for iPhone/iPod to Clickfree portable backup drives and DVDs, are designed for the 90 percent of computer users who, research shows, don’t back up their computers.

The Clickfree™ Transformer for iPhone/iPod has a retail price of \$49.99 and the Transformer SE retails for \$89.99. Both are now available directly from Clickfree www.clickfree.com.

Clickfree products can also be found at leading outlets such as Dixons, BrandsMart, HHgregg, OfficeMax, Staples Canada, Henry’s as well as on Amazon.com.

About Storage Appliance Corporation

Storage Appliance Corporation develops intelligent, Clickfree™ personal storage solutions 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. See www.clickfree.com for additional information.

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