

PRESS RELEASE

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LOST&FOUND Service for Memory Cards

disk2go® : smart card storage for smart people

Data Storage Advisors AG, the leading Swiss producer of USB memory media, today announced the launch of a new and innovative memory solution under the brand name, disk2go® - memory cards with integrated "LOST&FOUND" service. The new additional service is free for the first year and should contribute to an increased number of lost items being returned to their owners.

The disk2go® memory cards can be installed in digital cameras, mobile telephones and MP3 players. They are supplied with a sticker specially created by disk2go®. After receipt, the card owner registers at www.disk2go.com/found; a procedure that takes just a couple of minutes. In the event of an item going missing, the owner can be contacted anonymously via this site by the finder. Available contact options are e-mail or SMS. An unlimited number of e-mail and SMS addresses can be given. It is also possible to leave the finder a message with instructions for the procedure in the event of a recovered item, or even to display a finder's reward.

High emotional value

In Switzerland alone, umpteen thousand items are lost each year at airports, railway stations and on public transport. For example, last year Swiss Federal Railways (SBB) found over 860 cameras and 6,000 mobile telephones. Around half of these generally remain unclaimed in the lost property office, and this is increasing. The new LOST&FOUND service from disk2go® should now contribute to a greater proportion of lost items being reunited with their owners.

"This service is simply ideal for these storage media", says Mauro Valloncini, CEO of Data Storage Advisors, "because in general they have little material value but on the other hand, the emotional value of the personal data stored on them is usually considerably greater."

Cards of up to 4 gigabytes

The memory cards are available in capacities of 128 megabytes to 8 gigabytes¹ and they are divided into two categories – the Standard Line and the Professional Line. The difference lies in the speed that the card requires for processing the data. With the “Standard” Line the speeds² are greater than 60x (9 megabytes per second). The “Professional” Line achieves a minimum speed of 120x (18 megabytes per second).

These formats support the commonest types of digital camera and mobile telephones. More specifically these are – CompactFlash™ (CF), SecureDigital™ (SD), MiniSD™, MicroSD™, RS-MMC™ and MMCmobile™.

Many additional advantages at affordable prices

Any number of disk2go® memory cards can be registered to a single account. The LOST&FOUND service is free for the first year and is extended by another year for each card with each additionally registered card. The memory cards contain quite a number of LOST&FOUND stickers so that several items can be marked at the same time. After the first year, the service costs CHF14.90 / Euros 9.90 for a year, CHF 27.90 / Euros 17.90 for two years and CHF 37.90 / Euros 24.90 for three years. The memory cards themselves are no more expensive than other manufacturers' products without the LOST&FOUND service. So, for example, a disk2go® SecureDigital™ with 1GB (60x) amounts to CHF 68.00 / Euros 47.00, including the relevant value added tax.

Information on disk2go® MEMORYCARD: www.disk2go.com

Information on disk2go® LOST&FOUND: www.disk2go.com/found

About Data Storage Advisors AG

The Swiss company, Data Storage Advisors AG, based in Cham, was founded in 1975 as Dato AG and is involved in the trading and sale of innovative computer products. In 1998 the company changed its name to Data Storage Advisors and turned its attention to flexible memory media. Just two years later the company became the market leader in the Swiss memory media market. Since 2001 Data Storage Advisors has been manufacturing memory products with partner companies under the name disk2go®. Today products are sold in Germany, Austria, Italy and the Czech Republic as well as in Switzerland. Further information is available at: www.disk2go.com

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¹ The capacities depend on the card information.

² The minimum speeds vary according to the card formats and capacities. However, the minimum speeds given are achieved in every case.