

## **FOR IMMEDIATE RELEASE**

**Contact:**

Marilyn R. Kroner  
Kroner Communications  
303-478-3044  
[marilyn@kronercommunications.com](mailto:marilyn@kronercommunications.com)

### **Rebit™ Launches First and Only “Just-Plug-It-In” Backup Solution for Windows®**

LONGMONT, Colo. - October 29, 2007 - Rebit Inc., a company dedicated to relieving the burden of backup for PC users, today announced availability of the first and only backup solution for Windows® that requires nothing more than plugging it in. Rebit brings unprecedented simplicity to backup, saving precious time every single day.

Providing “Ridiculously Simple Backup™” for Windows XP and Vista, the Rebit appliance plugs into a computer’s USB port for complete and continuous backup of not only data, but applications and the entire operating system. Recovering any file or folder is equally simple – just use Windows Explorer “drag and drop.” If a PC disk crashes, Rebit painlessly recovers everything on to a replacement disk. There is no need to re-download, reinstall, or re-register applications, and because of its NeverFull™ feature, Rebit never fills up, always delivering reliable backup.

Behind Rebit’s launch is a seasoned team of industry leaders, including chief executive officer Lew Frauenfelder, who has more than 30 years of experience in the storage and technology industry, founding and leading successful companies including Intellistor, Inc., and Benchmark Storage Innovations, which was acquired by Quantum Corporation. Mr. Frauenfelder was president and CEO of Fujitsu Computer Products of America and Datasonix Corporation, and he led Quantum Corporation’s Storage Devices unit. Joining Mr. Frauenfelder is Bob Beckemeyer, chief financial officer, Charlene Murphy, executive vice president of sales and marketing, Dave Perry, vice president of business development, and a hand-picked employee team of industry veterans.

“More than half of PC users do not back up because the process is too arduous, a hassle to learn, and takes time on a daily basis,” commented Mr. Frauenfelder. “These users clearly need a revolutionary solution. The Rebit device is that solution. Users can now have a ridiculously simple means of backing up and never again go through the anguish of losing files, or for that matter, the entire contents of their hard drives. I am certain that I have the right team to promote the Rebit product to the user community.”

Rebit Inc. recently procured its second round of financing from a team of private equity investors, including industry veteran Bill Beierwaltes, CEO of Colorado vNet, a manufacturer of an elite range of intelligent solutions for whole-house control of lighting and distributed digital audio, climate and security.

"I am proud to be an investor in this innovative company, and because Colorado vNet has incorporated Rebit devices into its backup strategy, I have first-hand experience with the product," commented Mr. Beierwaltes. "Colorado vNet employees are delighted with Rebit's ease-of-use, and it is reassuring to know that the company's data is continuously and reliably protected."

Friendly Computers has been providing Mobile IT Service to the residential and SMB Market since 1992. Patrick Adams, owner of a Friendly Computers franchise in Ft. Collins, Colorado, utilizes Rebit for his business, and has sold many to customers. "My Rebit appliances save me a tremendous amount of time, and I use that time to focus on my customers," commented Mr. Adams. "Recommending Rebit has helped expand my customer relationships because a product of this caliber adds immense value for them on a daily basis, and they are appreciative. My customers have needed a product like Rebit for a long time, and I'm proud to provide it."

Rebit backup appliances are available now in various capacities including 80GB, 160GB, 320GB, and 500GB, suitable for all notebook and desktop PCs. They can be purchased through its network of channel and distribution partners in the U.S. and Europe, and online at [www.Rebit.com](http://www.Rebit.com).

#### **About Rebit, Inc.**

Rebit Inc. is committed to delivering backup solutions that relieve PC users of the need to be their own PC technology administrators, so they can easily experience continuous data protection all day, every day. No setup. No configuration. No scheduling. No buttons. No software installation. Just plug it in. Contact the company at [www.Rebit.com](http://www.Rebit.com), or call toll-free at 1-866-635-5784..

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**Note to editors:** To obtain a Rebit device for review, product photos, or to interview a Rebit executive, contact Marilyn R. Kroner of Kroner Communications at [marilyn@kronercommunications.com](mailto:marilyn@kronercommunications.com).

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