

Press Contact:
Brian Muir
Simple Technology Inc.
905-669-0300
bmuir@simpletechnology.com

FOR IMMEDIATE RELEASE

Simple Technology Adds CRU-Dataport to Its Expanding List of Security Offerings

CANADA, Ontario, October 11th, 2005 -Simple Technology Inc. of Concord, Ontario, a value added distributor of OEM and high-technology computer products, announced today it has signed an agreement with CRU-Dataport to distribute their removable and portable storage enclosures for computer systems. The company's DataPort brand of removable hard drive enclosures has become the de facto standard for physical data security and drive removal in government, education and corporate information technology departments.

"We are delighted to be working with CRU-Dataport." said Brian Muir, VP Business Development for Simple Technology. "Data security is paramount in portable storage devices. CRU has solid history in the removable storage market and DataPort removable drive enclosures fit perfectly with our line of security products."

"We are very excited at the potential this new agreement brings to CRU customers throughout Canada," said CRU-DataPort President and CEO, Randal Barber. "Partnering with the storage and security experts at Simple Technology will enable more resellers to benefit from the rugged reliability of DataPort security and mobility solutions."

Simple Technology Inc., with offices in Concord and Montreal, is a value-added computer product distributor focused on OEM products and specializing in biometric security solutions, secure portable storage devices and data encryption products. In business since 1986, Simple Technology Inc. is the preferred distributor of choice for many of Canada's top computer resellers; due to its ability to react quickly and change to meet the dynamic needs of its customers. For more information on Simple Technology Inc., please contact them toll free at 1-800-565-7157, via email at sales@simpletechnology.com or visit them online at www.simpletechnology.com.

CRU-DataPort, founded in 1986 and based in Vancouver, Washington, develops and markets computer data security and storage devices for customers worldwide. Rugged and Reliable DataPort solutions enable computer users to backup, transport and secure data while backed by the industry's leading warranties and lifetime toll-free support. For more information, please call toll-free 1-800-260-9800 and visit www.CRU-DataPort.com.