



## News release

Contacts: Jon Johnson, 800-260-9800 x1740  
jjohnson@cru-dataport.com

Angie Dobrowski, 503.295.4493  
[angie@sd-pr.com](mailto:angie@sd-pr.com)

### **CRU-DataPort™ launches PrivatePC™ consumer data protection devices exclusively through Fry's Electronics**

***— New computer security product helps protect personal information —***

VANCOUVER, Wash. (May 17, 2005) – CRU-DataPort, which has provided data security devices to the government sector for 20 years, has launched PrivatePC, a new line of removable hard drive enclosures aimed at helping consumers protect their personal information from hackers, eaves-droppers and unintentional disclosure. PrivatePC currently is available exclusively at Fry's Electronics stores across the country.

PrivatePC and the rugged PrivatePC Pro make most hard drives removable from standard computer bays - effectively allowing families to share a single computer while keeping individual personal files secure. Parents can keep all their files offline when their children are using the computer and rest easy in knowing that downloaded media files, games, peer-to-peer software and other "kid clutter" are being saved to a separate hard drive. Many new PC applications, popular to more than just kids, have proven to make sensitive files residing anywhere on the computer vulnerable, including tax returns, passwords and credit card information.

"PrivatePC solves the problem of computer sharing and helps keep sensitive personal information secure. It provides a fast, flexible, inexpensive and easy way to backup data and add storage capacity to any computer, while making that data portable for large media archives," said Jon Johnson, executive director of marketing for CRU. "Now you don't have to be a tech wiz to keep your computer running smoothly and your data secure. PrivatePC lets computer users easily switch between operating systems or languages, and also simplifies the hassle of taking a hard drive in for repair – without having to bring along the entire system. It's a great solution to many of the challenges faced by home computer users."

- more -

## CRU-DataPort Launches PrivatePC Consumer Data Protection Device

2-2-2-2-2

CRU-DataPort has built a solid reputation in government, education and commercial IT markets over a 20-year period. The company has partnered with other respected brands to bring a premium product to consumers at a great price. "Case Logic is proud to be collaborating with CRU-DataPort to offer a protective Carrying Case for their high-quality PrivatePC Removable Drive," said Doug Matthews, Case Logic's vice president, specialty markets. "We are committed to helping consumers protect their digital information."

PrivatePC can be used in emergencies as a 'Grab-it-and-Go' device, allowing users to quickly remove, transport and later re-use hundreds of gigabytes of precious family files. Rugged components protect the hard drive during transport and storage. Both products are compatible with PC and Macintosh operating systems that have standard IDE disk controller interfaces and include low-noise cooling fans to further protect your investment.

Average Selling Price (ASP) for PrivatePC is \$24.99, while the PrivatePC Pro ASP is \$59.99. For a list of Fry's store locations that carry PrivatePC, please visit <http://www.cruinc.com/PrivatePC/>.

### About CRU-DataPort™

Founded in 1986 and based in Vancouver, Wash., CRU-DataPort™ develops and markets computer data security and storage devices. 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. CRU-DataPort products are available through major distributors, OEMs, VARs and a host of resellers and systems integrators throughout the United States and abroad. For more information, please visit [www.CRU-DataPort.com](http://www.CRU-DataPort.com).

###