

**CRU****DataPort®****News Release****Contact: Sally Vesley (360) 816-1751
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CRU-DataPort Meets Reseller Needs with Unique New Partner Program

Vancouver, WA – October 21, 2009 - CRU-DataPort® announces new PartnerAdvantage program, designed to support the needs of resellers in unique vertical markets. Rob Eby, Vice President of Purchasing at D&H notes, “CRU continues to set the example of a committed vendor fostering positive, profitable partnerships within the reseller community. Their innovative “market-category” approach to supporting their reseller partners is yet another example of their strong connection with the channel”.

PartnerAdvantage consists of four innovative programs: Value+, Technology, Forensics and Digital Media. Resellers in the [Value+ Program](#) enjoy proactive and collaborative marketing support, lead generation, referrals, “Hot-Line” tech support and sales samples. CRU’s formidable [Technology Partners](#) include Dell, HP, and Lenovo building PCs, servers and workstations that integrate CRU products into their systems. A growing network of system builders, OEMs and industrial appliance manufacturers are integrating CRU storage products into everything from surveillance systems and POS equipment to automobiles. Technology Partners have exclusive visibility to product roadmap and engineering resources.

Forensics and Digital Media Partner Programs target vertical markets experiencing explosive growth with CRU’s WiebeTech™ brand positioned as market leader. [Forensics Partners](#) go through a certification to support corporate investigation, e-discovery and document capture processes. Dan Gimenez, President of Digital Reconnaissance observed “it’s highly uncommon but very encouraging to see a company develop a partner program specifically to support resellers in a vertical market like forensics. The resources and support my firm requires is completely different than an on-line reseller or traditional computer dealer. CRU recognizes this and has built a program that addresses it”.

High-end digital photography professionals have used WiebeTech digital storage products for years. WiebeTech’s ToughTech™ Portable RAID and RTX™ scalable mass storage enclosures for archiving meet the growing demands of photographers to backup important files on location and in the studio. The [Digital Media Partner Program](#) is designed for specialized retailers, resellers and professionals serving the high-end Photography and Audio/Video markets, providing support with a variety of promotional activities, custom marketing programs and custom products well suited for digital photography. For more information, please visit www.CRU-DataPort.com or www.WiebeTech.com. Also visit ChannelPro.com to download a podcast of CRU’s Dan Bovee discussing the new Partner Advantage family of reseller programs with ChannelPro’s Editor and Publisher Michael Siggins.

About CRU-DataPort

Founded in 1986, CRU-DataPort is a pioneer in data security and data mobility devices. The company’s flagship DataPort, along with Data Express® and RhinoJR® (formerly manufactured by StorCase), and WiebeTech product brands of removable and external hard drive enclosures are the de facto standard for physical data security and safe data transporting in government, education and business markets. CRU-DataPort products are also widely used in media rich data environments including audio/video production, digital cinema, video security capture, and disk-2-disk backup and archiving applications. Backed by the industry’s leading warranties and connector ratings, CRU-DataPort products are available through major distributors, PC manufacturers, specialty system builders and resellers throughout the world.

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