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SENTRY® SAFE LAUNCHES 250GB FIRE-SAFE®/WATERPROOF HARD DRIVE

*-- Company Officially Unveils the Second Generation Hard Drive to Protect Data
from Fire, Floods and Computer Crashes --*

Rochester, N.Y. (July 1, 2008) – Sentry®Safe, the world leader in residential and small office security-storage containers, today announced its next generation 250GB FIRE-SAFE/Waterproof Hard Drive to protect data from fire and water disasters and computer crashes. SentrySafe has again partnered with Maxtor® Storage Solutions to develop the innovative, award-winning hard drive that enables back-up of critical data.

“SentrySafe is always looking to introduce new products to meet the needs of consumers. With the new 250GB fire-resistant and waterproof hard drive, SentrySafe is putting the ‘hard’ in hard drive,” said Sondra McFarlane, director of customer development for SentrySafe.

In January of 2008 SentrySafe unveiled the world’s first and only 160GB FIRE-SAFE/Waterproof Hard Drive at the International Consumer Electronic Show (CES) 2008 to rave reviews and accolades from the Consumer Electronics Association (CEA), winning the “Best of CES Innovations 2008” award. The 160 GB Hard Drive was also honored by *Popular Mechanics* winning the “Editor’s Choice Award,” which is awarded to the top 20 products launched at CES. As a result of such a well-received product launch and positive feedback, today SentrySafe is proud to unveil a hard drive with a larger memory capacity, the 250GB Hard Drive.

The SentrySafe FIRE-SAFE/Waterproof Hard Drive model QA0005 (MSRP \$399.99) contains the award-winning Maxtor OneTouch® 4 Mini™ hard drive – the first mobile storage solution that includes a full suite

of software protection tools, such as data encryption and Maxtor's SafetyDrill™ software, a bare metal system restore. The hard drive is encased in a SentrySafe FIRE-SAFE/Waterproof enclosure, protecting data from fire and water. It is also third-party ETL-verified for fire protection for 30 minutes up to 1550° F and ETL-verified waterproof – meaning it is fully submersible in water for up to 24 hours.

“With this new product, we're able to provide consumers and small business owners with an innovative means to securely back up their important data, digital photos, critical files and documents. Should an unexpected disaster occur, a person's vital information will be stored on a disaster-proof hard drive,” McFarlane added.

Back up your back-up

Today, more and more Americans are backing up their digital files, photos, and data saved on their computers. In fact, more than 66 percent of the U.S. population backs up important data and files on CDs, DVDs and external hard drives as the primary means for storing information. According to measurement firm IDC, more than 495 million hard drives were sold in 2006 and the number continues to rise today. Numerous options exist for consumers and small office/home office users to securely back up their data and files, including the SentrySafe Data & Document Security product line.

Data & Document Security Products

SentrySafe recently launched the following Data & Document Security products with its proprietary fire and water protection:

- The **160GB SentrySafe FIRE-SAFE/Waterproof Hard Drive**
- A multipurpose **SentrySafe FIRE-SAFE/Waterproof Data Storage Chest** that provides connected peril protection for data storage devices, CDs and DVDs – all in one
- The world's first and only multipurpose USB-connected **SentrySafe FIRE-SAFE/Water-Resistant Safe** (1.2 cu.ft. and 2.0 cu.ft. sizes)
- **SentrySafe FIRE-SAFE/Waterproof CD/DVD File**

With this, SentrySafe is proud to unveil the next level of digital media security for small and home-office consumers. The new SentrySafe FIRE-SAFE/Waterproof 250GB Hard Drive, along with the Data & Document Security products, are available at www.SentrySafe.com, www.thehomedepot.com, www.walmart.com, www.sams.com and www.amazon.com



World Leader in Fire-Resistant and Security Storage

About SentrySafe

Founded in 1930, SentrySafe is the world leader in offering fire-resistant and security storage solutions for important documents and valuables. A global presence, SentrySafe today produces more fire-resistant chests, files, safes, security storage containers and gun safes than any other company in the world. The company's manufacturing headquarters in Rochester, N.Y., and its factory operation in Shanghai, China produces affordable security storage containers distributed through retailers all over the world. The SentrySafe distinctive Made in the U.S.A. seal is on all American-made products. To purchase the new SentrySafe Data & Document Security products or for more information, visit www.sentrysafes.com.

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