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## SENTRY®SAFE LAUNCHES WORLD'S FIRST AND ONLY FIRE-SAFE®/WATERPROOF DATA & DOCUMENT SECURITY PRODUCTS

*--Company Officially Unveils the SentrySafe FIRE-SAFE/Waterproof Hard Drive --*

Las Vegas, Nev., International CES (January 5, 2008) – SentrySafe, the world leader in residential and small office security-storage containers, today officially launched the world's first and only FIRE-SAFE/Waterproof Hard Drive that protects data from fire and water disasters, as well as computer crashes and theft. SentrySafe partnered with Maxtor® Storage Solutions to develop the innovative, award-winning hard drive. SentrySafe launched its new product line at the International Consumer Electronics Show 2008, the largest technology trade show in the world.

The SentrySafe FIRE-SAFE/Waterproof Hard Drive (80GB, MSRP \$259.99 and 160GB, MSRP \$339.99) 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 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, SentrySafe is putting the ‘hard’ in hard drive,” said Sondra McFarlane, director of marketing communications for SentrySafe. “We were able to take our knowledge, which we’ve gained from being in the security storage industry for more than 75 years, and

partner with Maxtor to provide consumers with a highly desirable concept — the very first of its kind.”

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In addition to the 80GB and 160GB SentrySafe FIRE-SAFE/Waterproof Hard Drives, the company officially launched four other Data & Document Security products at the International CES 2008. SentrySafe has taken its proprietary fire and water protection to the next level by introducing a suite of digital media security targeted to small office and home office consumers, including:

- 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**

The Consumer Electronics Association (CEA) named the SentrySafe FIRE-SAFE/Waterproof Hard Drive 160GB the Best of CES Innovations 2008 in the “Computer Peripheral” category and the Sentry®Safe FIRE-SAFE/Water-Resistant Safe (2.0 cu. ft. size) was named the overall Best of CES Innovations 2008 in the “Furniture” product category.

Digital data is extremely valuable to both small businesses and home offices. CDs, DVDs and external hard drives are the primary means for backing up information – 66 percent of the U.S. population backs up important data and files on such back-up devices.

According to measurement firm IDC, more than 495 million hard drives were sold in 2006. Unfortunately, businesses are finding that when a fire, flood, natural disaster or theft happens, they are ill-prepared to protect their data from loss.

“SentrySafe is continually looking to introduce products to meet the changing needs of consumers,” McFarlane said. “Based on detailed research and market insight, we sought to develop new products that would help consumers connect, back-up and protect their digital information, while at the same time safeguarding their electronic data from fire and water.”

### Data & Document Security Products

The Data & Document Security solutions portfolio is specifically designed for data and media protection from fire and water, as well as computer crash, theft and other disasters. The new products are all FIRE-SAFE branded and are independently tested for fire protection and water resistance – keeping data secure and dry.

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The **SentrySafe FIRE-SAFE/Waterproof Data Storage Chest** (MSRP \$169.99) is a fire-resistant and waterproof multipurpose chest that allows users to back-up data using their own storage devices (2½" USB bus-powered hard drives, flash drives and MP3 players) and also protect CDs and DVDs from fire and water damage, computer crash and identity theft.

The chest protects up to 60 CDs and DVDs (in 30 double-sided sleeves) and allows users to connect their laptop or desktop computer via the internal USB port. The chest is ETL-verified half-hour fire protection for CDs, DVDs, USB drives and memory sticks up to 1550°F and ETL-verified waterproof for full 24-hour submersion.

At the International CES 2008, SentrySafe also debuted the world's first multipurpose USB-connected **SentrySafe FIRE-SAFE/Water-Resistant Safe** in two sizes (1.2 cu. ft., MSRP \$419.99 and 2.0 cu. ft., \$519.99). The fire-resistant and water-resistant safes provide USB-powered connectivity for users' data stored on their own 2½" hard drive, and can be securely stored in the safe's convenient door pocket, which connects to the internal USB port.

Users can also connect to their laptop or desktop via the external USB port. The safes store up to 120 CDs / DVDs in jewel cases and also protect standard, A-4 size papers, folders, passports, birth certificates, and valuable items such as jewelry, digital cameras, iPods, etc. The safes are ETL-verified for 2-hour fire protection of CDs, DVDs, USB drives and memory sticks up to 1850°F and are ETL-verified for water resistance in up to 8 inches, for up to 24 hours. Both are also UL Classified 2-hour proven fire protection with impact and UL Classified 30-foot drop test.

The safes include an advanced LCD electronic lock system with backlit keypad, programmable pin access and tubular key lock.

For consumers who prefer to store their data on CDs and DVDs, the **SentrySafe FIRE-SAFE/Waterproof CD/DVD File** (MSRP \$99.99) perfectly protects and organizes up to 100 CDs and DVDs in hanging sleeves in a removable tray. The file is ETL-verified half-hour fire protection for CDs/DVDs, memory sticks and USB drives up to 1550°F and ETL-verified waterproof for full 24-hour submersion.

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### **New Product Category**

SentrySafe was able to take its knowledge — which the company has gained from being in the security storage industry for more than a quarter of a century — and develop a completely brand-new concept and product category. With the new SentrySafe product suite, the company has developed an innovative merchandising category SentrySafe calls Data & Document Security.

SentrySafe is working with retailers to display like-items together to make it more convenient for consumers to purchase products that connect, back-up and protect from fire and water, computer crash and identity theft. Such items may include paper and CD/DVD shredders, anti-virus and anti-spyware software, USB drives and security products.

### **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. SentrySafe's distinctive Made in the U.S.A. seal is on all



*World Leader in Fire-Resistant and Security Storage*

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American-made products. To purchase the new SentrySafe Data & Document Security products or for more information, visit [www.sentrysafe.com](http://www.sentrysafe.com).

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