

**FOR IMMEDIATE RELEASE**

**FOR MORE INFORMATION CONTACT:**

Julianna Riegler  
Public Relations Manager  
Dixon Schwabl  
Phone: 585-383-0380  
julianna\_riegler@dixonschwabl.com

**SENTRY®SAFE RECEIVES PRESTIGIOUS POPULAR  
MECHANICS EDITOR'S CHOICE AWARD AT CES 2008**

*--Company Receives Award for its New SentrySafe FIRE-SAFE/Waterproof Hard Drive --*

**Rochester, N.Y., (January 14, 2008)** – SentrySafe, the world leader in residential and small office security-storage containers, announced the company's newly launched **SentrySafe FIRE-SAFE/Waterproof Hard Drive 160GB**, has received the **"Popular Mechanics Editor's Choice Award."** Amidst the thousands of innovations and gadgets on display in Las Vegas at the International Consumer Electronic Show (CES), January 7-10, 2008, the award recognizes the top 20 products launched at CES. Given by *Popular Mechanics* magazine, the annual award highlights distinguished products that will make a difference in 2008.

At CES 2008, SentrySafe officially unveiled 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.

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.

--more--

“We are thrilled to have been awarded the *Popular Mechanics* Editor’s Choice Award 2008, for our new FIRE-SAFE/Waterproof Hard Drive,” said Sondra McFarlane, director of marketing communications for SentrySafe. “It’s such a privilege to be one of twenty companies receiving this prestigious award and an honor to share with influential companies, including Hewlett-Packard, Intel, Canon, Sony and Magellan.”

In addition to the award winning SentrySafe FIRE-SAFE/Waterproof Hard Drives, the company officially launched four other Data & Document Security products at the International CES 2008 this past week. 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, designed to ensure unprecedented protection against fire, water and other acts of nature. The new products are all FIRE-SAFE branded and are independently tested for fire protection and water resistance – keeping data secure and dry.

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

# # #