



BACKUPKEY™ GETS PERSONAL WITH BACKUPKEY FLASH, THE SMALLEST, MOST COMPLETE BACKUP SYSTEM FOR HOME AND HOME OFFICE PCs

4 GB Flash Version Provides No-Configuration Backup to Multiple PCs for Under \$100

CHARLESTON, SC, March 20, 2007 – Having recently introduced the small business backup equivalent of the holy grail with the BackupKey, the first ever plug-and-play, multi-PC backup system that requires no software or hardware configuration, Turnkey Technology Solutions is taking its concept to the home and home office with the BackupKey Flash. Utilizing the same innovative backup software as its larger capacity siblings, the BackupKey Flash is a USB flash drive-based backup solution aimed directly at home and home office users who own from one to four PCs. The 4 GB BackupKey Flash 4 retails for \$99.95. The full BackupKey product line is available exclusively at <http://www.plugandplaybackup.com/>.

“Despite the large number of backup products available on the market today, home and home office users are often the most careless about backing up the data on their computers,” comments Tom Fair, Turnkey’s CEO and the developer of BackupKey. “With the introduction of our incredibly easy to use 4 GB flash unit that sells for under \$100, we’ve removed all barriers, including cost, to ensure that one’s personal and/or work data will be safe in the event of a PC meltdown or theft. And unlike other backup products, BackupKey is preconfigured to back up **all** of the data on a typical user’s computer – even the data that is hidden from the user.”

Traditional backup systems, even those that claim to be “one-click” devices, require a complex setup procedure before a single file is protected. That procedure usually involves hardware setup, software installation and backup job configuration. BackupKey has completely eliminated every one of these stages, allowing the user to perform a full data backup within minutes of opening the BackupKey package. The entire installation and configuration process has been reduced to plugging in the drive and pressing the ‘Enter’ key on the computer keyboard. In fact, BackupKey is sold with the unusual guarantee of “From Box to Backup in 5 Minutes or Your Money Back.”

Smart Protection for Multiple PCs with a Single BackupKey Flash

Ideal for the home or home office user, BackupKey Flash is the only flash-based backup system designed to protect multiple computers. Depending on the amount of data one stores, a single BackupKey Flash 4 will typically protect one to four PCs. When a user needs to restore a file to one of those computers, BackupKey presents only the files that belong on that computer.

BackupKey Flash Features:

- No installation, no configuration, no hardware setup
- Full data backup is created by plugging in the device and pressing the 'Enter' key on the keyboard
- Protects all types of computer data
- Configured to work seamlessly with Windows 2000, XP and Vista
- Backs up from one to four PCs using flash storage
- Backs up data across networks
- Archive feature allows multiple versions of protected files
- Undo function reverses mistakes when restoring data
- Free automatic software updates for the life of the product
- No power supply necessary
- Also functions as a standard USB flash drive
- Fits in any pocket

About Turnkey Technology Solutions:

Turnkey Technology Solutions, Inc. was founded by Tom Fair in 1995 as an IT consulting company in Charleston, SC. It was incorporated in 2003 and added database programming and custom-prepared computer sales to its services. Development of the company's first product, the BackupKey, began in the spring of 2006. More information is available online at www.turnkeytechnology.biz/aboutus.htm

Contact: Jonathan Poretz
Double Forte
415.863.4900
jporetz@double-forte.com