

DATA DEPOSIT BOX INC.
Suite 703, 1 Eglinton Avenue East
Toronto, Ontario, M4P 3A1

PRESS RELEASE

FOR IMMEDIATE RELEASE
May 11, 2016

Shares Outstanding: 31,791,306
Toronto, Ontario

Data Deposit Box Launches BMR Smart Storage Product Line with Exclusive Launch Event

Data Deposit Box Inc. (the “**Company**”) (CSE: DDB, OTCQB: DDBXF, Frankfurt: 2DD), a global provider of cloud backup and recovery technology, is pleased to announce the launch of the complete Smart Storage Line (including BMR) and Product Launch Event.

Commencing May 16, 2016 Data Deposit Box will offer new and existing partners a chance to be a part of an exclusive Smart Storage Promotion for the remainder of Q2 2016. The Smart Storage Launch Event offers Data Deposit Box partners its extensive backup and recovery solution with full bare-metal recovery capabilities and no-cost cloud storage. With the purchase of any Smart Storage device our partners will also receive 1TB of free cloud storage for one year absolutely free*. This will offer instant monthly reoccurring revenue for partners, free of charge from DDB.

Through this newly launched program, when a partner purchases a **200B (2TB), 400B (4TB), 600B (6TB) or 1000B (10TB) Smart Storage NAS the partner will receive:**

- ✓ Unlimited BMR for workstations and servers (agentless image technology)
- ✓ Unlimited Files/Folders agentless backup (file technology)
- ✓ Unlimited access to all DDB cloud backup and recovery software
 - ✓ CDP, Server for MSSQL, Exchange, SharePoint, VMWARE, Hyper-V, System State
- ✓ ***1TB of cloud storage, free for one year***

“We are very excited to launch our new Smart Storage program and to offer this promotion to our partnership channel. Data Deposit Box recently presented an exclusive preview of the device and promotion at the SMB Channel Pro Anaheim event and our Smart Storage Product was again recognized as the Best New Solution. It is clear that partners are very enthusiastic to see our product come to market as one of the most complete offers made to Managed Service Partners.”, said Troy Cheeseman, President of Data Deposit Box. “We are offering the industry’s first “all in one” BDR system, a complete BDR in a box, where imaging technology, file technology and direct to API technology functions within one simple system, via one intuitive partner portal. Our partners can now take full advantage of a complete suite of products, services and features without having to worry about deploying agents or additional expenses.” offers Cheeseman.

“Other, much larger vendors, will charge you for their BDR device (plus a service fee) and limit the number of bare-metal recovery images partners can take. If the partner wants to then use the same device for a MSSQL, Exchange or SharePoint backup, the vendor will then charge the partner a “per agent fee”. At every turn, the partner is charged for basic backup and recovery services” says Tim Jewell, CEO of Data Deposit Box. “With the new DDB Smart Storage solution, the partner pays once for the device (which is generally less expensive than our competitors) and in turn can purchase as much cloud storage as they need; that’s it. There are no additional fees and the entire DDB backup technology products (BMR, MS SQL, Exchange, SharePoint, VMWARE, Hyper-V, Continuous Data Protection, and Mobile protection) are made available to the partner without additional charges. We are the only provider to offer such a complete solution that offers our partners the best option to generate reoccurring partner revenue”, says Jewell

Data Deposit Box recently attended the ChannelPro SMB Forum 2016 in Anaheim California where it received the events Best New Solution award.

The ChannelPro Network provides targeted business and technology information for IT channel partners who serve small and midsize businesses (SMBs). Via its websites, live events and a monthly magazine, The ChannelPro Network delivers expert opinion, analysis, news, product reviews, and advice vital to a channel partner's business success. Perspectives from partners, vendors, distributors, and analysts are spotlighted daily. No other media company focuses on the small and midsize IT marketplace like The ChannelPro Network. Further information can be found on their website www.channelpronetwork.com

* 1TB of cloud storage for one year valued at \$1079.88 USD (or at \$.089 per GB/per month for 12 months), which will be credited to your storage account upon purchase of a Smart Storage device.

About Data Deposit Box

Data Deposit Box, a pioneer of cloud backup and recovery technology, has set a new industry standard by providing the SMB market with the same level of security and protection that is available to large enterprises. Data Deposit Box patented backup technology, known for its Exabyte scalability, advanced data reduction capabilities and ease-of-use, has won prestigious industry awards and has been featured in many key industry publications.

Data Deposit Box technologies and solutions are currently used daily by over 200,000 customers, 1,000 resellers, 25 MSPs and private label partners for online backup and recovery, archiving, disaster readiness, secure file sharing and remote access.

Investor Inquiries

W. Clark Kent
Corporate Development
Telephone: 647-519-2646
Email: ckent@currentmca.com

This news release contains certain "forward-looking information" within the meaning of applicable securities law. Forward looking information is frequently characterized by words such as "plan", "expect", "project", "intend", "believe", "anticipate", "estimate", "may", "will", "would", "potential", "proposed" and other similar words, or statements that certain events or conditions "may" or "will" occur. These statements are only predictions. Forward-looking information is based on the opinions and estimates of management at the date the information is provided, and is subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those projected

in the forward-looking information. For a description of the risks and uncertainties facing the Company and its business and affairs, readers should refer to the Company's Management's Discussion and Analysis. The Company undertakes no obligation to update forward-looking information if circumstances or management's estimates or opinions should change, unless required by law. The reader is cautioned not to place undue reliance on forward-looking information.