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**PRESS RELEASE**

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**DATA DEPOSIT BOX ANNOUNCES NEW PRODUCT LAUNCH AND RECEIVES  
BEST NEW PRODUCT AWARD AT CONVENTION**

Data Deposit Box Inc. (the “**Company**”) (CSE: DDB, OTCQB: DDBXF, Frankfurt: 2DD), a global provider of cloud backup and recovery technology, is proud to announce the launch of a new line of “Smart Storage” solutions. The new NAS (Network Attached Storage) solution will run the Company’s “Continuous Data Protection” and “Scheduled Client” cloud storage software providing complete business continuity for small and medium enterprises (“SME”), small and medium sized business (“SMB”) and small office or home office (“SOHO”) businesses globally.

The Company’s Smart Storage NAS solution will be the first of its kind to offer a patented continuous cloud backup and agentless cloud backup solution within a 4 bay hard drive system. This solution sets a new standard as the industry’s most cost effective business continuity solution for the SMB globally. The NAS solution is a desk-side storage device that provides a central data storage location for everyone in the company. All business data can be centralized and stored on the NAS. Data stored on the NAS is immediately encrypted and backed up to the cloud. Business owners, employees and IT administrators do not have to configure backup schedules or define when backups occur as the patented Continuous Data Protection technology continuously replicates data to the cloud. In addition, only changes or “deltas” are replicated to the cloud, not the entire image or file like other market solutions.

“We have identified a significant demand for this product in today’s marketplace; something that is unique to our service offerings and existing sales channels. The NAS product complements our current offerings as well as the SOHO and direct consumer/retail market. We are very confident that this will be a major area of growth for us.” said Troy Cheeseman, President & COO of the Company. “The global SMB market is largely unserved with this type of solution. Our product maturity and design allows us to offer the product and cloud service at an SMB price while obtaining a competitive per unit margin and gaining significant per TB margin on cloud storage. Based on our current global footprint, the Company can begin selling the device in North America, Europe, the Middle East and Africa as the first phase of the product launch. Direct access to two major regions in our product and marketing plan makes this device available to over 40MM small and medium businesses from launch.”

Earlier this month the Company presented the Smart Storage solution to industry participants at Chicago’s ChannelPro SMB Forum in order to finalize the list of features available in the product’s first release and solicit feedback from existing partners. The Company’s NAS Smart Storage Solution won the convention’s Sponsor Award for Best New Solution.

“We are very excited to bring our Smart Storage product to market. This device has been designed with the channel in mind. We will only sell the Smart Storage through trusted resellers.

We offer very attractive pricing that will allow the reseller to generate margin on the initial purchase and on a monthly recurring basis. Our remote control feature will allow resellers to monitor and manage all of their clients remotely through a centralized reseller web portal. If you have access to a browser, you can manage your client. Everything from reporting to adding or changing configurations will be available in a centralized management portal. Our focus has been on simplicity and quality. We will be adding features to the product using automated updates so our clients will have the latest features available instantly” said Tim Jewell, CEO of the Company.

The Company’s “Smart Storage” NAS device is a 4 bay storage system that is designed to provide a local and cloud based business continuity solution at an SMB price. The hardware is designed with redundant “NAS quality” hard drives that will provide maximum storage capacity and system uptime. Cloud storage will be coupled with the solution to provide a low cost offsite recovery point. This will create a one-time revenue gain from the device while creating a reoccurring monthly revenue stream from the bundled cloud storage. The model details are provided:

- Models: DDB1, DDB200, DDB300 and DDB600



- Continuous Data Protection Technology
- 1TB of cloud storage
- 4TB - 8TB (raw) local capacity
- Remote Configuration and Administration
- Agentless Backup of Exchange, VMWARE, MSSQL, Hyper-V, SharePoint, QuickBooks and End point devices
- Partner Channel Only
- Use of the Company’s Patented “transparent tunnel” technology

The Company will have a public debut of the “Smart Storage” product line at the MSP World (Las Vegas) and the ChannelNext (British Columbia) trade shows in Q4 2015.

### **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**

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