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PRESS RELEASE

FOR IMMEDIATE RELEASE

Award-winning Keepit.com Sets New Standards for Usability in Online Backup.

Award-winning Keepit.com delivers a user friendly online backup solution that sweeps away competing solutions from Mozy and ADrive. The recognized industry web site Backupreview.info with news and reviews about online backup predicts a bright future for Keepit.com due to outstanding simplicity and top-notch security.

Backup via the Internet is for everybody – This is the core mantra at Keepit.com. With a carefully planned expansive partner strategy Keepit.com is extending the reach into new markets at rapid speeds. Although there are several providers of online backup, only Keepit.com has accomplished to deliver a solution that hits the sweet spot between pricing, usability and security - and customers and partners alike want it for these qualities.

Backupreview.info concludes:

"Keepit excels in simplicity without compromises on security and safety. Keepit shows the way to provide simple and secure backup for the non-technical user. Keepit has just launched its North American operations, and it is ready to play a challenging competitor role against the major players in the online backup industry. Keepit's future looks very promising. We highly recommend Keepit."

Read the entire test on backupreview.info

Leading Scandinavian PC magazine "Komputer for alle" conducted a thorough big test of 8 different vendors of online backup such as Keepit.com, Mozy and ADrive and awarded the winning spot to Keepit.com with the following conclusion:

"We are impressed about the simplicity and uncomplicated structure which Keepit has been able to design. Such simple programmes are often synonymous with extremely basic products. This is not the case with Keepit. Time has been used on the graphics and you are guided all the way through." (Komputer for alle, July 2008)

Simple and Safe

Keepit.com might be a new service in online backup, but it is far from a start-up. Keepit.com is backed by successful hosting company Cohaesio providing more than 10 years of experience in hosting, storage and infrastructure. Extensive research shows the market for backup is unmet and there is a need for secure, simple and automatic online backup. Keepit.com has developed the entire solution in close relationship with IBM based on their market leading enterprise backup technology Tivoli Storage Manager (TSM).

"We are proud to win in a very strong international market due to simplicity and security. But we have no intention to stop here. We run a very close dialogue with our customers who are extremely helpful in providing feedback to make Keepit.com an even better solution." Says Kresten Bach Søndergaard, Product Manager at Keepit.com.

Keepit.com offers both a free version and a paid version to consumers. The free version Keepit FREE is not limited in features or functionality except for storage where Keepit.com offers 2GB for free, or the equivalent of 1.000 digital photos or 500 songs.

In case more space is needed, Keepit offers an unlimited version Keepit UNLIMITED at $4.95 per month. Small businesses or professionals should choose the Keepit PRO version, a very simple pay as you go solution with support for servers. Keepit PRO costs $3.95 per computer plus $0.50 per GB per month.

Get more info on www.keepit.com

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About Keepit.com:
Keepit.com is a simple and automatic backup – every day. Providing high security, low price and simplicity everybody can now secure their digital life. Rooted in Scandinavia it is the ambition of Keepit.com to be among three leading providers of Online Backup by 2009. Keepit.com is backed by hosting company Cohaesio A/S – the company behind webhosting success Surftown.com.