

Aluratek Debuts 'Tornado plus' External Hard Drives with RFID Security Key Data Encryption Onboard

Irvine, CA — July 29th, 2008 — Aluratek, Inc, a leading creator of sophisticated yet user-friendly computer peripherals and consumer electronic devices, today announced the availability of its new "Tornado plus" line of external hard drives featuring built-in radio frequency identification (RFID) security key data encryption, lightning fast transfer speeds and storage capacities of up to 1TB.

"As consumers continue to embrace a truly digital lifestyle, keeping that digital content backed up and secure is becoming more important than ever," says Aluratek's John Wolikow, vice president of sales and marketing. "Our new RFID Security Key Encrypted Hard Drive backs up all of your important files and keeps them ultra-secure. A swipe of the RFID security key by the external hard drive encrypts the data so that it cannot be accessed without the unique RFID key swipe a second time to unlock it. Two RFID security keys ship with each external drive."

Aluratek's Tornado plus RFID USB 2.0 External Hard Drives come in capacities from 160GB to 1TB in two different sizes (2.5"/3.5"), data transfers are quick and easy across a high-speed USB 2.0 connection that can reach transfer rates of up to 480Mbps. The devices are compatible with Microsoft® Windows 2000, Windows XP and Windows Vista™ and Macintosh OS 10.3 and above.

The Tornado plus external hard drives are now available at CDW, Amazon.com, Buy.com, PC Connection, Provantage, Newegg and other select resellers for prices ranging from US \$119 for the portable 2.5" 160GB version to US \$249 for the 1TB 3.5" desktop version. For more information about Aluratek's other innovative products for digitally enhancing consumers' lifestyles, please visit www.aluratek.com.

About Aluratek, Inc.

Aluratek was formed by a group of industry veterans who believed that computer peripherals and consumer electronic devices could be both sophisticated in their function and user-friendly in their usage. The goal of Aluratek is to embody "Simple Elegance" in every product it designs, manufactures and sells. The product focus of Aluratek is to bring simple yet elegant connectivity solutions to the consumers to enhance their consumer electronics, communications and computing experience. Each product is carefully designed with the consumer in mind. Each product is solution-driven to address the need of the consumers and deliberately planned to provide the ultimate user experience. Current Aluratek product offerings include the following: Digital Photo Frames, External Storage, High Definition Multimedia Interface (HDMI), Video / Multimedia products, Internet Radios and Universal-Serial-Bus (USB).

For more information, please visit www.aluratek.com.

Press Contact:

Belinda Banks

SS|PR

908-685-2300

belinda@sspr.com