

RISKS

Did you know?

- Mobile workers in the U.S. will represent the majority of the workforce in 2003.
- Nearly 80% of all mission critical data is stored on notebooks, not servers.
- Over half a million notebooks were stolen last year.
- Data loss cost business an estimated \$12 billion each year.
- 50% of businesses that suffer significant data loss never open their doors again.

DATA LOSS

What are the causes of lost information?

- 44% - **Hardware Failure**
Hard drive manufacturers are reducing their warranties from 36 to 12 months.
- 30% - **Human Error**
Accidental file overwrite and/or deletion
- 12% - **Software Corruption**
Programming errors, improper application termination
- 7% - **PC Virus**
Are you fully protected from the constant introduction of new viruses?
- 7% - **Theft, fire, flood**
or other natural disaster.

IS YOUR DATA SAFE?

Due to increasing technology complexities and unforeseen circumstances, the significant risk of data loss is growing - dramatically. The expanding mobile workforce with portable PCs only serves to intensify the problem.

The value of your data becomes evident when you realize what it would take to replace all of those irreplaceable files. How much time and effort would it take to reconstruct your contact database, presentations, spreadsheets, e-mails, forecasts, expense logs and proposals?

The time, effort, aggravation, and monetary costs to recreate this data can be unbearable. Can you afford to start over and re-enter all of your data from scratch?

Everyone knows that to protect their data, they need to back it up. But mobile computer users face some unique challenges in protecting their investment. While data security and protection are important, who carries around the volume of equipment necessary to perform regular backups?

Even if you did purchase the hundreds of dollars worth of equipment, and were willing to haul it around, where would you securely store the backups and how would you ever find the time to perform them on a regular basis?

THE SOLUTION

Now there's a simple, cost-effective data backup and recovery solution that automatically provides you with ultimate security and off-site data storage, requires no additional hardware, gives you 24x7 access to your data from virtually anywhere, and does all of the work for you, invisibly, while you are checking your email, surfing the web, or even sound asleep.

With FirstBackup your critical data is backed-up regularly, automatically, efficiently, and securely to one of our redundant, mirrored data centers over your existing dial-up or high-speed broadband Internet connection. And you can retrieve your data just as easily and efficiently.

To further protect your data, FirstBackup utilizes the most secure data transfer and storage encryption algorithm available, with up to 448-bit encryption - and only you hold the key.

To optimize network bandwidth and enable efficient service over dial-up networking connections, FirstBackup utilizes a proven incremental binary patching technology that only backs up the changes made to your files since the last backup. Now, backups can be completed in a few minutes each day, in the background, regardless of your Internet connection.

With FirstBackup, data management operations are outsourced and automated, allowing your valuable personnel to focus on core business issues instead of exhaustive data support tasks.

FirstBackup couldn't be easier to use. It virtually eliminates all of the hassles, frustration, anxiety, productivity issues, resource costs and risk associated with managing your valuable information.

FirstBackup also eliminates any expenditures for backup tapes, disks, external drives, or other backup related equipment.

Your data files are always safe, secure and available – 24x7, with no downtime related to or money spent on technical support.

VALUE

With subscription plans starting at only 10¢ per day, FirstBackup is by far the most cost effective data backup and recovery solution on the market.

Regardless of your storage requirements, FirstBackup has a cost-effective service plan that's right for you.

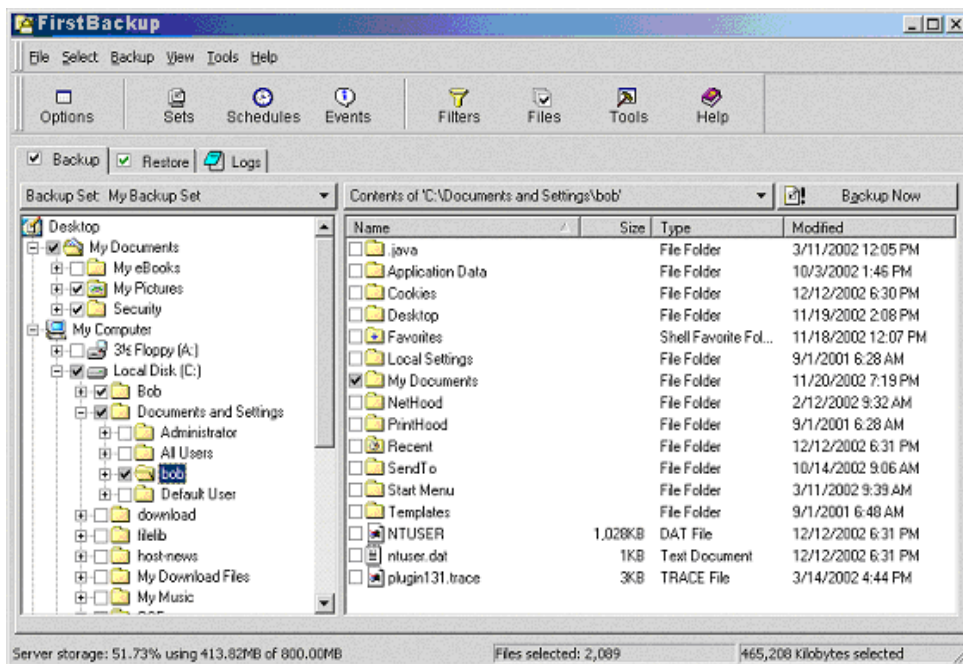
Still not convinced? Recovering just one important data file can easily justify several years of great FirstBackup service.

Get all the details and start protecting your assets today
@ www.firstbackup.com

FEATURES

- Fully automated and easy to use client software
- Getting Started Wizard to help customize and configure your backups
- Secure, encrypted, off-site backup and restore of your data
- Silent mode runs backups invisibly in the background
- Binary incremental backups reduce backup times and bandwidth requirements up to 99%
- Supports any kind of Internet (dial-up, broadband and direct network) connection – even through firewalls
- Comprehensive automatic backup scheduling for “hands-free” backups
- File selection filters so you can easily select your most important files/data
- 448-bit encryption and compression for totally secure backups
- E-mail notification so you know immediately if there is a problem

Sign-up @ www.firstbackup.com



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