

NETMASS INCORPORATED BRINGS COST EFFECTIVE COMPUTER BACKUP TO THE INTERNET WITH **SYSTEMSAFE™**

*Small Businesses, Individuals, and Students Can Rest Assured Their PC's
Valuable Data are Backed Up in a Secure and Reliable Fashion.*

October 7, 1999...Dallas, Texas...NetMass, Inc. today launched **SystemSafe™**, a secure, automated, online data backup and real time recovery solution. **SystemSafe™** is specifically designed to support desktop and laptop computers, and provides the same data management benefits available to the largest corporations. **SystemSafe™** automatically backs up computer systems to the NetMass secure data center by utilizing a dial-up or LAN based IP connection. It provides security that far exceeds that provided by most other backup mechanisms such as floppy disks, tapes and removable storage media.

“When you experience hardware failure, theft, virus, vandalism, accidental overwrite or deletion, **SystemSafe™** provides an unsurpassed software solution that addresses data protection, recovery, and system repair. It protects your data and minimizes your worries.”

Monthly prices that range from \$9.95 to \$19.95 per month make **SystemSafe™** a “no brainer”. NetMass Co-founder Stephen Perkins can attest to the importance of protecting your data; “Spending most of my life in and around the computer industry, I can’t count the number of stories I’ve heard of people who have faced loss of critical files or who have experienced hardware failures. **SystemSafe™** originated from necessity as an answer to one of the greatest problems that face computer users - human error. Current backup procedures are manually intensive and error prone. In many cases, responsibilities shift from one co-worker to another to make sure that backup tapes are switched out and stored offsite. It is no wonder that data backup, one of the most important jobs relating to computer use, often gets inadequate attention or is totally ignored. **SystemSafe™** eliminates these problems by performing nightly automated backups over the Internet, thus storing customer data at a secure offsite location. No more hassling with tape drives and storage media.”

How It Works:

SystemSafe™ scans the hard disk to identify the files that need to be backed up. The selected files form the “backup set”. **Common-File Technology** is applied to the “backup set” to identify files already stored on the server. These files remain in the “backup set” but do not need to be retransmitted to the server. **Block Differential Technology** is applied to files in the “backup set”. This technology determines the exact portions of a file that have changed. Only the changed portions need to be transmitted to the server. Compression is applied to the changed blocks identified in the previous step. This further reduces the “backup set” size and optimizes the transmission and storage of

the “backup set”. Encryption converts the compressed “backup set” to an unreadable and completely safe format for transmission and storage over the Internet. Transmission, the final step, sends the optimized “backup set” to the offsite secure data center servers.

***SystemSafe™* Features:**

SystemSafe™ utilizes several features that place it ahead of other computer backup methodologies. "We are constantly reviewing the market to evaluate backup technologies. No other product utilizes a more in-depth procedure, from start to finish, to insure a thorough, safe, efficient and cost effective backup. *SystemSafe™* clearly outperforms other approaches." Further, the flat rate pricing model eliminates the "guessing game" when it comes to paying the bill. Stephen Perkins explains, "our competitors are billing their customers by the megabyte and their bill fluctuates from month to month. As a customer adds applications and stores more data on their hard drive, their data set size increases and, thus, their bill increases. With *SystemSafe™*, we offer laptop and desktop computers unlimited storage at a monthly flat rate price."

The *SystemSafe™* features are described as follows:

Hassle-Free Backup automatically starts whenever an Internet connection is detected or at a predetermined time. This relieves the administrative burden of backup, and it can be performed at night. Manual backups are also fully supported.

SystemRestore™ Technology allows users to restore their system configuration to any date in the past 45 days. Available to Customers who elect the full system backup, the computer can be restored to the exact same look-and-feel prior to a disaster, complete with all applications and data.

Block Differential file comparison saves only the changed portions of a file rather than the whole file. This can reduce the average backup session from hours to minutes and allows for efficient backup over a regular dial-up operation and ISP.

Mid-File Restart Technology picks-up precisely where a previous session ended. Whether a session is canceled or the ISP connection gets dropped, *SystemSafe™* automatically resumes at the exact location it left off – even in mid-file.

Common File Technology increases the speed of backups by storing only one copy of files that have been distributed and saved by multiple users (e.g., the operating systems and applications). This greatly reduces the backup time and makes full system backup over dial-up connections and ISP's feasible.

Free Evaluation:

Visit our website at www.netmass.com and download a free 30-day evaluation. There is no obligation and no credit card numbers are required. During the trial, files can be backed-up as often as you want and files can be restored as often as you need. You can sleep well at night knowing that your data is secure and available to you 24 hours per day, 7 days per week!

About NetMass, Inc:

NetMass Inc. was founded with one simple goal in mind. Bring the Internet to the masses. There is an enormous amount of technology available in the marketplace that can enhance the user experience. Unfortunately, many valuable and cost effective products go virtually unnoticed or are overlooked. NetMass wants to bring these products to the customer to help make the computer work the way it was designed. *SystemSafe*[™] is the latest sample of incredible products we are bringing to the customer. *SystemSafe*[™] with *SystemRestore*[™] technology is designed to provide an inexpensive, reliable, secure, and easy to use Internet based backup and restoration service. Without adding any hardware, *SystemSafe*[™] will use an existing Internet connection to reliably and securely backup your computer system.

NetMass Incorporated is headquartered in the Infomart in Dallas, Texas, and maintains a branch office in Houston, Texas. Please contact us to see how we can help improve your computer backup operations.

NetMass Incorporated
1950 Stemmons Freeway
Suite 5001
Dallas, TX 75207-3199
1 (800) 731-2737 (US Only)
1 (214) 800-8866 (US and International)