



For Immediate Release

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Technology Company Rover USA Announces SOBER Campaign to Protect Small Businesses Against Hurricanes, Viruses, and Spy-Ware

(Tampa, FL – September 1, 2004) – Rover USA, an Internet software solution provider for small businesses, today announced the launch of its Small Office Backup Eliminates Risk (SOBER) Campaign. This educational effort provides small businesses with practical how-to advice on protecting their data from an increasing amount of threats both online and outdoors.

With the height of hurricane season fast approaching, small businesses and individuals need to take the necessary steps now to protect important business files and information.

“Hurricanes destroy data and interrupt business activities,” said Bryan Kearney CEO of Rover USA. “We are focused on educating small businesses about the importance of automatically backing up their data and securing it at a facility away from their office or home. In addition, our software allows businesses to continue their operations from any location during the storm and through the long recovery and cleanup period.”

Wherever-Ware®, Rover’s web-based software package, allows a business to operate from any location using the Internet or a wireless device and provides an additional insurance policy against the loss of data from viruses, worms, spy-ware, hackers, computer crashes, hurricanes, and lightning strikes.

Using 128-bit SSL encryption, Rover automatically backs up data and synchronizes files between all computers via the Rover Drive (a central repository of stored electronic data). Rover stores this information at a remote hardened data storage facility built to withstand category-5 hurricane winds and flooding.

Large companies spend millions of dollars to protect their data, now small businesses can afford to do the same. Rover provides small businesses with enterprise-level technology solutions at an affordable price, \$29.95 per month/ per user.

In support of SOBER, Rover offers the following promotion through September 30, 2004 on all new Wherever-Ware® accounts for small businesses:

- An extra GB of storage per month, per user (total of 3 GB per user). Rover pools the allotted storage space for each user to make any unused portion available to other users on the account. No annual contract is required. This offer is good for the life of the account.
- Additionally, with a one-year commitment, Rover includes 12 months of website hosting free of charge on accounts with at least two users.

Wherever-Ware® requires no hardware installation or IT staff; guarantees security and privacy; and delivers an affordable and automatic software solution that is up and running in a matter of minutes, not weeks or months.

About Rover USA

Rover USA offers affordable enterprise technology solutions for small businesses. Wherever-Ware®, its suite of web-based software applications, combines many useful business tools (email; scheduling, a contact manager/address book; and automatic backup/sync to a remote hardened data storage facility using 128-bit SSL encryption) and makes them accessible from any location worldwide. Rover also provides website design & development, web & email hosting, and Internet access for businesses and select residential communities. Founded in 1999, Rover's corporate headquarters is in Tampa, Florida. For additional information visit www.roverusa.com or call 1-866-232-7683.