



## **SOS Online Backup Partners with Wiley Publishing, Inc. and 4D Global Partners to Launch *Online Backup For Dummies*™**

**Los Angeles, CALIFORNIA – May XX, 2009** – [SOS Online Backup](#), a global leader in online backup technology, today announced that it has partnered with 4D Global Partners to introduce *Online Backup For Dummies*™, a new SaaS backup solution designed to make online backup easy and comprehensible for everyone. Findings show that less than 10% of consumers backup their data daily. *Online Backup For Dummies* offers a simple all-in-one solution that combines the security and safety of automated online backup and local storage with the familiar, user-friendly tradition of the *For Dummies* brand. *Online Backup For Dummies* will be available in June of 2009.

As a service, *Online Backup For Dummies* uses a small desktop application that works behind the scenes on users' computers. This new service is powered by the SOS engine with features such as unlimited versioning and archiving, continuous data protection, flexible scheduling, a three-tier encryption system, as well as local backup and a restore option. SOS is *PC Magazine* Editors' Choice and described as "Both simple to use and powerful." The full review can be read at the following URL: (<http://www.pcmag.com/article2/0,2817,2286309,00.asp>)

The program will include access to *Backup and Storage For Dummies*, a document written for a wide range of readers, from the beginner who has never used an online backup and storage solution to the seasoned professional who is looking for the latest in online storage strategies and backup solutions. The document covers a multitude of valuable topics including the following:

- Concepts of data management and backup
- Different types of backup media and their appropriate uses
- Merits of different backup software systems

"We are thrilled to partner with 4D Global Partners to introduce an easy-to-use method for protecting customers' data," said Herb Kraft, VP of Business Development for SOS Online Backup. "We are dedicated to protecting the investment people make in their data, quickly, easily, and inexpensively. We are confident that *Online Backup For Dummies* will give users the tools to backup their data safely and securely."

"*Online Backup For Dummies* includes the well-known *For Dummies* style documentation, including step-by-step instructions to simplify the process of backing up and restoring digital files and data," said Mark Harter, Chief Executive Officer of 4DGP.

"With this product, *For Dummies* continues its tradition of 'making everything easier,'" said Marc Mikulich, VP of Brand Management at Wiley. "We are pleased to extend the *For Dummies* experience in computing with *Online Backup For Dummies*."

#### **ABOUT SOS ONLINE BACKUP**

Established in 2001, SOS Online Backup is a pioneer of cloud storage technology. With operations in North America, Europe, and Asia, SOS Online Backup delivers simple, powerful, and inexpensive online data backup for more than one million consumers, small businesses, and enterprises worldwide. SOS Online Backup provides continuous protection and security for customers' valuable data investments, with set apart features that include multiple redundancy and off-continental storage. SOS Online Backup has been the recipient of the PC Magazine Editors' Choice Award since 2006. For more information on SOS, visit <http://www.sosonlinebackup.com>.

#### **ABOUT FOR DUMMIES**

With near universal name recognition, more than 200 million copies printed, and over 1,400 topics, *For Dummies* is the world's bestselling reference series. With loyal customers around the globe, *For Dummies* enriches people's lives by making knowledge accessible in a fun and easy way. Described by *The New York Times* as "more than a publishing phenomenon, but a sign of the times," *For Dummies* spans every section of the bookstore, covering everything from health to history, music to math, sports to self-help, technology to travel, and more. The *For Dummies* brand has expanded into new products and categories with an extensive licensed product line, including fitness and hobby DVDs, grilling kits, business software, cleaning products, automotive kits, craft kits, and apparel. For more information, visit [Dummies.com](http://Dummies.com). *For Dummies* is a branded imprint of Wiley.

#### **ABOUT 4D GLOBAL PARTNERS**

4D Global Partners, LLC (4DGP) is a product development, sales and marketing firm focused on consumer electronics and small to medium business technology products and services. The company develops and markets products via internationally recognized and trusted brands. The company is headquartered in Mill Valley, California. For additional information about 4D Global Partners, please visit <http://www.4dgp.com>.

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