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DDNi Unveils Industry First: GreenDisc Technology To Seamlessly Upgrade Drive Capacity

PC and Netbook Users Now Have the Ability to Immediately Expand Hard Disk Space Through the DDNi Platform

Scotts Valley, CA – January 8, 2010 – Digital Delivery Networks, Inc. (DDNi), a PC customer-experience company, today announced GreenDisc™, a unique patent pending and industry first technology that provides PC OEMs a channel for their consumers to expand hard disk capacity with a few clicks of a mouse.

Integrated into DDNi's sMYline 2.0 platform, the GreenDisc solution provides increased disk capacity on 'first boot' or at any time during the PC's lifecycle when additional space is needed. A GreenDisc upgrade may be initiated point of purchase by a retailer, VAR, or at any time by the user.

Additionally, GreenDisc provides OEMs the opportunity to significantly reduce cost and greatly simplify their SKU management at both the hard drive and system level.

"DDNi's GreenDisc capacity-on-demand is an industry first. Upgrading a hard drive and transferring hundreds of gigabytes of legacy information has historically been a costly, complex and time intensive process for PC users. GreenDisc now allows users to expand disk space with the click of a mouse. Additionally, GreenDisc offers enormous environmental benefit by increasing the lifespan of hard drives and reducing the number of drives cycled into the environment," said Michael Kuptz, CEO of DDNi. "DDNi's offerings continue to enable PC OEMs to improve their user experience, reduce SKU management costs, and increase the brand value of their products and services."

As the main launch point for the PC user, the DDNi's MYline platform can be customized to the user's interests, preferences, and specifications. The addition of GreenDisc complements DDNi's offering to provide the user with an easy way to upgrade the storage capacity of their computer without a costly hard disk replacement. Specifically, users will have the ability to immediately increase their hard drive capacity when they initially set up the computer or can be prompted to upgrade their storage capacity when the platform recognizes the user is running low on disk space.

In conjunction with today's GreenDisc announcement, DDNi announced a strategic partnership with SYLVANIA Computers to be the first to provide GreenDisc to its netbook customers (<http://www.digitalgadgets.com/>). "We are proud to be the first company to partner with DDNi to upgrade storage directly to the user," said Charles L. Tebele, President, Digital Gadgets. "Capacity continues to be a core component of the user experience and has quickly become a part of the vernacular of the PC and netbook community. DDNi's easy-to-use and integrated

approach allows the user to dictate the amount of storage they need and the timing of when it is increased.”

Mr. Kuptz added, “PC OEMs are looking for new services, upgrades and incremental revenue opportunities while providing a better PC user experience. We are excited to partner with SYLVANIA to deliver this functionality that will go hand-in-hand with our mission to improve the PC user experience.”

About DDNi

Digital Delivery Networks (DDNi) is a PC customer experience company that provides software, infrastructure and digital marketing opportunities to personal computer (PC) companies, distribution partners and retailers. DDNi clients sustain superior application software and internet services and enable contextual marketing during the customers’ daily desktop experience. DDNi’s proprietary and patent pending platform allows PC companies and channel partners to create and maintain an ongoing branded relationship with its customers and the opportunity to increase revenues throughout the PC’s lifespan. DDNi is located in Scotts Valley, CA and is a privately held company.

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