



**FOR IMMEDIATE RELEASE**

## **Rebit™ Names Hammer European Distribution Partner**

Proven Storage Leader to Distribute Rebit Backup Appliance in Europe

LONGMONT, Colorado  
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Rebit Inc., the company dedicated to relieving the burden of backup for PC users, today announced a strategic partnership with Hammer, the leading European distributor dedicated solely to storage. Hammer is now offering the Rebit appliance and software to its extensive alliance of Channel partners in Europe.

“As Rebit continues to gain market share, it’s critical that our partners have extensive knowledge of storage and an active commitment to support its customers,” commented Charlene Murphy, executive vice president of sales and marketing, Rebit, Inc. “We are delighted to welcome Hammer as our first European distributor, and look forward to contributing to the continued success of Hammer and its customers.”

“Hammer is held in very high regard in the European Channel, and it’s a privilege to be associated with such a solid partner,” added Ian Rothery, vice president of international sales, Rebit, Inc. “Hammer is the ideal distributor to introduce Rebit’s unparalleled backup appliance to its extensive customer base.”

“I’m confident that our customers will enthusiastically welcome Rebit’s complete, fully-automated backup and recovery appliance,” said Paul Matravers, sales director, storage products, Hammer. “It’s a perfect fit for those customers focused on the consumer sector, for which we have recently launched a dedicated team, in addition to our existing storage products and solutions divisions.”

Providing simple and fully automated backup and complete system recovery for Windows XP and Vista, Rebit plugs into a computer’s USB port for complete and continuous backup of not only data, but applications and the entire operating system – everything on one’s PC. Recovering any file or folder is simple – just use Windows Explorer “drag and drop.” If a PC hard drive crashes, Rebit painlessly recovers everything onto the replacement hard drive. There is no need to re-download, reinstall, or re-register applications, and because of its NeverFull™ feature, Rebit never fills up, always delivering reliable backup. Hammer will distribute the Rebit appliance and software as an integrated solution or standalone product.

### **CONTACT**

Marilyn R. Kroner  
Kroner Communications  
303.478.3044  
marilyn@kronercommunications.com



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#### **About Rebit, Inc.**

Rebit Inc. is committed to delivering a solution that is automatic and complete, removing the burden of managing backup from users. With Rebit, PC users experience continuous data protection for their entire PC all day, every day. No setup. No configuration. No scheduling. No buttons. No software installation. And recovery is easy - just drag and drop from Windows Explorer. Contact the company at [www.Rebit.com](http://www.Rebit.com), or call toll-free at 1.866.635.5784.

#### **About Hammer.**

Hammer is a leading specialist storage distributor. Its success is based on a total commitment to storage, combined with unrivalled technical knowledge and customer service quality in providing data storage for any storage requirement. Recognized for its commitment to innovation, Hammer works closely with selected world-class vendors and market-leading resellers and integrators. It also develops and provides flexible and bespoke storage solutions for all markets. Founded in 1991 and a privately owned company, Hammer has its headquarters in Basingstoke, England, with a staff of 100+, and has increasing European presence with offices in Ireland, the Nordics, Italy, and Benelux. For further information visit the website at [www.hammerplc.com](http://www.hammerplc.com).

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To obtain a Rebit device for review, product photos, or to interview a Rebit or Hammer executive, contact Marilyn R. Kroner of Kroner Communications at 303/478-3044 or [marilyn@kronercommunications.com](mailto:marilyn@kronercommunications.com).

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#### **CONTACT**

Marilyn R. Kroner  
Kroner Communications  
303.478.3044  
[marilyn@kronercommunications.com](mailto:marilyn@kronercommunications.com)