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FABRIK ACQUIRES G-TECHNOLOGY, INC.

*Fast-Growing Storage and Web Services Company Purchases Leading Supplier of
Specialized Storage Solutions for Mac and Creative Pro Markets*

Macworld Conference & Expo, San Francisco, January 15, 2008 – Fabrik, Inc., (www.fabrik.com), a leading provider of innovative storage, memory and next-generation online services, today announced that it has acquired G-Technology, Inc. (www.g-technology.com, G-Tech), a manufacturer of premium storage solutions for the Apple® Mac® community, including heavy users of multimedia content, Final Cut Pro® digital audio/video specialists, and other pre/post production professionals. Fabrik has acquired G-Tech in a cash and stock transaction. Financial terms will not be disclosed.

In February 2007, Fabrik purchased the consumer business of SimpleTech, which now offers a leading portfolio of online services, home network solutions, storage devices and memory for the consumer and small business markets. Serving the creative professional market, G-Tech complements this offering by delivering a respected brand in the Apple Mac community, known for making professional-quality, specialized solutions with unmatched performance, reliability, compatibility and style. Specifically designed for HD video editing, 3D rendering and other demanding applications, G-Tech's product family further expands the company's

footprint to include a wide array of USB, FireWire, eSATA, SCSI and Fibre Channel systems ideal for both small creative studios or big production houses.

“Fabrik intends to not only to maintain, but accelerate the growth of the G-Tech product line, which represents a strategic part of our overall portfolio,” said Mike Cordano, Fabrik CEO and co-founder. “We are excited about the extension of our market position as G-Tech has done a phenomenal job developing solutions specifically for the Mac and content creation industry. Based on this success, we plan to keep G-Tech’s brand and identity intact, providing working capital, marketing power and resources needed to help grow the business both domestically and abroad.”

Roger Mabon, CEO of G-Tech, sees the acquisition as beneficial for his company as well.

“Fabrik represents a great opportunity for us. Combining Fabrik’s vision, financial resources, and operating team places us in a powerful strategic position. There is no better scenario for our business, the market and the employees at G-Tech,” said Mabon.

Mabon will remain at Fabrik as vice president of sales and marketing for the G-Tech product group of Fabrik, reporting to Cordano.

“The Mac community continues to increase and G-Tech has a strong following in the Mac community,” said Wolfgang Schlichting, research director at IDC. “Combining G-Tech with its SimpleTech business will allow Fabrik to add a dedicated product line specifically designed for the Mac market, as well as to diversify and broaden its customer and revenue base.”

G-Tech’s products and warranties will continue to be supported by Fabrik through G-Tech’s established customer service and technical support groups. Fabrik’s SimpleTech and G-Tech products can be found at major retailers, distributors and online stores. Information regarding G-Tech and SimpleTech storage solutions can be found at www.g-technology.com and www.fabrik.com, respectively.

About Fabrik, Inc.

Fabrik’s mission is to simplify a user’s digital experience whether at home, on the Web or on the road by delivering a blend of online services, software and devices that help consumers

store, access, manage, protect and share their growing collections of digital content. The company's online services, www.myfabrik.com and www.FabrikUltimateBackup.com, are marketed directly to consumers online, and through global channel partnerships via its industry-leading line of desktop and portable external storage and backup solutions. Fabrik' also offers a full line of SimpleTech-branded memory upgrades for desktops, laptops, servers and printers. For more information, please visit www.fabrik.com. Fabrik Inc., founded in 2005, is a privately-owned company with offices in San Mateo and Santa Ana, California.

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