

# CARBONITE



Every year, 43% of computer users lose irreplaceable files. But, Carbonite users don't have to worry! Carbonite automatically and securely backs up photos, emails, music, financial records and other important documents for only \$49.95 per year (\$89.95 for 2 years) – no matter how much “stuff” needs to be backed up. Restoring lost files takes just a few clicks.

#### 4 Reasons to have Carbonite

1. Losing your most valuable files is a very real possibility: every year, 43% of computer users lose irreplaceable photos, emails, documents and financial records.
2. Your files aren't safe unless your backup is up-to-date and stored securely in an offsite location. Fires, floods, theft and other natural disasters can render onsite backups useless.
3. Carbonite is so easy; It is automatic, continual and won't slow down your PC. Best of all, recovering files from any computer is quick and hassle-free.
4. Everything is secure: Your files will be encrypted twice using the same technology as banks, so only you can see your files.

#### Vital statistics to consider:

- Almost 90% of U.S. adults know they need to back up on their computer, but, few do it frequently, or regularly.
- Up to 13% of hard drives fail each year, causing more data loss than viruses.
- Only 3% of stolen laptops are ever recovered.
- 43% of PC users lose irreplaceable files every year.
- 40% of Carbonite customers need to restore files from their Carbonite backup.

#### What the Press says:

- "It's the easiest online backup software to use, in fact, to not use, since it's completely automatic."  
~ The New York Times
- "Online backup done well. You set it up once, and after that it just works. After using the same service for some time, I can heartily recommend it."  
~ PCWorld

- "Carbonite Online PC Backup is a worthy investment of time and money - *!a hands-off solution to backing up* ~ CNET
- "It's so simple, yet it works so well, you'll wonder why people didn't think of it before." ~ Small Business Computing.com

## A Small Program on Your Computer

Carbonite installs a small application on your computer that works quietly in the background looking for new and changed files that need to be backed up. It looks and feels just like part of your computer, and is integrated with your desktop so there's no new interface for you to learn.

## Easy and Automatic Backup

When your computer is idle, Carbonite automatically backs up your new and changed files. You don't have to do anything! When you're using your computer, Carbonite goes to sleep so it will never slow you down or interfere with your internet connection.

## Privacy and Security

Carbonite double encrypts your files, just like banks, so you can be sure your files are safe and only you can see your files- guaranteed. We even give you the option of keeping your own encryption key.

## Fast Simple Recovery

With Carbonite, file recovery is quick and hassle-free. If you accidentally delete or otherwise lose files, it takes just a few clicks on your desktop to get them back. If your computer is damaged, stolen or "just dies" and you lose all your files, just visit Carbonite's website from a new computer. Within minutes you'll be able to begin restoring all your files.

### Did you know?

#### Accidental Deletion

43% of people lose irreplaceable files every year.

#### Theft

Only 3 out of 100 stolen laptops are ever recovered.

#### Disaster

Thousands of files are lost each year to fires, floods, and other disasters.

#### Driver Failure

Up to 13% of hard drives crash in the first year.