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**ClevX™ releases its newest version of [BrandPad™](#),
an application that couples a useful utility with promotional content for USB drive**

Kirkland, WA, January 28, 2008 – ClevX, a technology development and licensing company, has released [BrandPad](#) – a portable launch-pad application provided on promotional or OEM USB Drives.

[BrandPad](#) couples a useful launch-pad utility with promotional or OEM (branded) content and web links. In addition, it can be configured by the end-user to provide easy access to frequently used applications and data.

“[BrandPad](#) is customizable for each promotional market and advertiser’s content,” said Lev Bolotin, Founder & CEO of ClevX. “Unlike other promotional products in the market, [BrandPad](#) motivates the end user to keep and use the bundled software solutions on a daily basis.”

“[BrandPad](#) is affordable and a perfect marketing vehicle for those partners who want to promote their brand on a daily basis. It will significantly increase the promotional 'payback' and marketing ROI of each USB drive handed out,” continued Mr. Bolotin. “[BrandPad](#) is the natural progression in ClevX’s technology portfolio; we wanted a means to couple branding with a utility that potential customers might regularly use.”

[BrandPad](#) provides a branding platform to bring the licensee’s or its customers brand to the end user on an easy to use storage medium.

Availability of ClevX’s BrandPad Technology

ClevX will license [BrandPad](#) Technology, as well as other technologies in its portfolio, to companies looking for an “edge” over their competition. Visit www.clevx.com for more information.

About ClevX

ClevX is a technology leader and innovator in expanding markets. ClevX’s patented solutions target

large and rapidly growing markets with applications related to personal computing and mobile professionals.